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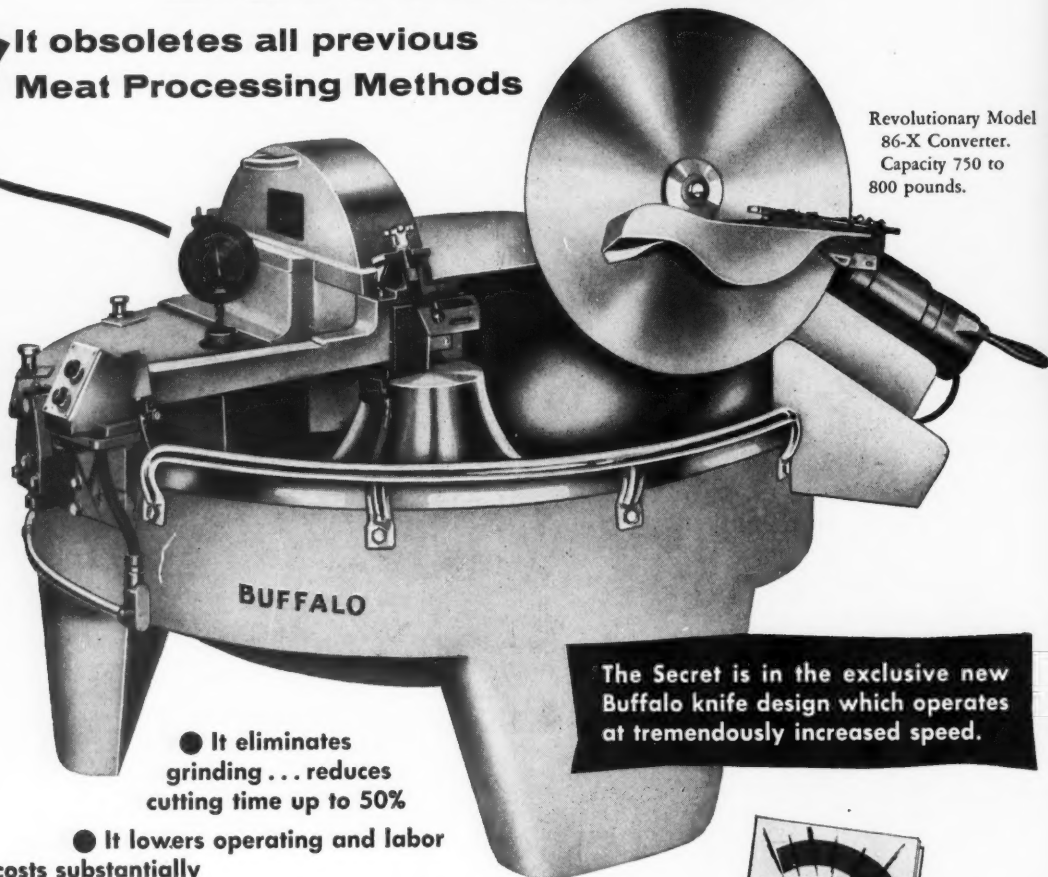
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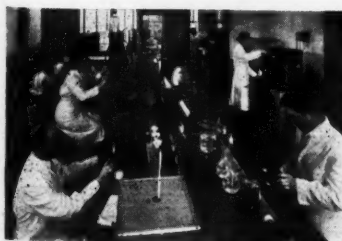
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meats **sell better.**

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THE NATIONAL Provisioner

VOLUME 136 NOVEMBER 24, 1956 NUMBER 21

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News and Views

THE NATIONAL PROVISIONER

VOL. 135 No. 21

NOVEMBER 24, 1956

In a Box?

The current issue of the USDA "Livestock and Meat Situation" contains several observations that seem to merit examination and consideration by everyone in the livestock and meat industry. One of these question-provoking statements is:

"It appears that even with present high incomes of consumers, whenever the supply (of meat) for consumption exceeds 160 lbs. per person, the price structure to producers is threatened."

In the same summary of the five-year outlook for meat animals, the report states:

"The tendency toward a persistent increase in marketing margins for meat is a factor limiting probable output. If the marketing margin increases 1 cent per retail pound without an accompanying increase in incomes of consumers, it can be shown that production must be reduced almost 5 per cent if prices to producers are not to fall. While higher margins have been partially associated with higher consumer incomes, the fact remains that efficiencies in marketing meat have not kept pace with the general rate of technological advance in the economy."

In commenting on the fact that retail meat prices are much below their highs of several years ago, the report says:

"Demand has apparently failed to advance along with the rising incomes of consumers. Although only an approximate measure of demand, the retail value of meat consumed has shown a small but significant decrease the last four years. The index of retail value per person was 283 in 1952. In 1956 it is about 270."

"In the same four years incomes of consumers have gone up 13 per cent. . . As meat supplies increased the last few years, the price dropped, despite steadily rising incomes of consumers. It is lower than would normally be expected from present supplies and income. Consumers have enjoyed more meat while spending for it fewer dollars and a considerably smaller portion of their income. . . Only about 1.7 per cent of incomes is being spent for pork this year. Last year consumers spent 1.9 per cent for pork and in 1950, 2.4 per cent."

Do these circumstances—if they prevail as the USDA reports—freeze the industry's prospects for growing in volume and profits? If so, what can we do about it?

State Inspection as one step to assure greater consumption of "home grown" meats, heads the early goals of the newly-organized West Virginia Meat Packers Association. The group, latest in a steadily growing number of state associations, was formed at a meeting in Charleston, called by Agriculture Commissioner John T. Johnson. Nester Logan, president of S. S. Logan and Co., Huntington, was elected president of the association; Richard W. Shaw, president of United Packing Co., Wheeling, was chosen as vice president, and E. P. Hawkins of Parkersburg was named secretary-treasurer. Serving with them on the board of directors are: L. P. Sorensen, president of Peerless Packing Co., Beckley; C. C. Crowgey, Crowgey Sausage Co., Kellysville; John M. Kay, Charleston, and G. M. Ferraro, Clarksburg.

Johnson and other members of the West Virginia Department of Agriculture stressed the advisability of establishing state inspection machinery and suggested that the packers would be the proper group to draw up proposed state legislation. The state now has no meat inspection statutes. Seventy-six per cent of the meat consumed in West Virginia comes from other states, with most housewives demanding products bearing federal inspection stamps, Johnson pointed out. Most West Virginia plants do not meet MIB requirements, and there generally is insufficient potential interstate business to justify federal inspection, he explained. The new association directed its board of directors to draft legislative proposals for the approval of the entire group. It is hoped that this can be accomplished in time for presentation to the next legislature convening January 9. West Virginia has 129 meat packing plants, but 95 per cent of the total commercial slaughter operations in the state is conducted by 37 companies.

The USDA's Position with reference to federal procurement programs, protested by many intrastate packers, and the proposed requirement that packers pay for outer work clothing for federal inspectors will be among the issues discussed on the opening day of NIMPA's Southern division meeting, set for Friday and Saturday, November 30-December 1, at the Hotel Fontainebleau, Miami Beach. Speaker on "Current Issues Concerning Meat Inspection" will be Dr. Harold H. Pas, area director, Meat Inspection Branch. Fred Beard, chief of the federal grading service, also will speak on "New Developments in Federal Meat Grading Regulations," explaining the newly-created grades and the proposed revision of federal meat grading regulations now under study in the USDA. The accounting session, originally scheduled for Saturday, has been moved up to Friday afternoon. Fred Sharpe, NIMPA's director of sales training, will stage a demonstration sales training clinic on Saturday morning.

A Chicago Lawyer has the right idea about what makes a meal—and the know-how to register his feelings. Attorney Arnold Nagler sued a cateress for \$15,000 this week because he got chicken instead of the filet mignon he ordered for 150 guests at his son's bar mitzvah (confirmation) party. Gist of the complaint was the alleged act of the cateress in locking Nagler and his wife in her office, keeping them incommunicado for two and a half hours, until he agreed to pay the \$800 tab. The mixed-up menu, Nagler charged, had caused him and his wife grave anguish, suffering and humiliation.

Leon's and Jobbers



POINT-OF-SALE material backed merchandising efforts at plant, jobber and retail levels. Frank Guido and Irvin Tiahnybik check bulletin board sales promotion posters boosting Pedigreed line.

Find Joint Promotion Effective

HOW to spark a sales promotion campaign for products which are distributed by jobbers was the problem facing Leon's Sausage Co., a leading Chicago independent sausage kitchen. Since the firm has a limited line of packaged items, a group generally employed as the spearhead in sausage promotion efforts, its approach was restricted.

A committee consisting of Leon Tiahnybik, president, his son Irvin, vice president, and Frank Guido, advertising manager, planned the strategy with the company's advertising agency. Tiahnybik, a former army chef, said they decided to use a frontal attack and make the wagon jobbers co-partners in the campaign. Since about 95 per cent of the firm's business is with the wagon jobbers, this seemed a logical approach. How should this be done? Once again Tia-

hnybik drew on his army experience and came up with two rough ideas—the chow line and the pay line.

The pay line was simple to execute. Management decided to give each jobber a 2c discount on product purchased during the promotion. This phase of the campaign was limited to October.

All jobbers were invited to a banquet, the "Sellarama," at which program details and company support of the advertising campaign were explained. Under the plan each jobber would be credited 2c per pound on sales ticket. This was not a discount. It was credited to his account to be paid in full on payoff day, November 5. This accomplished two things, said Irvin Tiahnybik. One, it gave the jobber a goal to work toward since his discount accumulated for one month. It gave the month-end sum import-

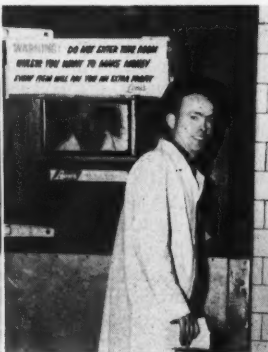
ance when the daily total would have been unimpressive. Two, it fostered a competitive spirit among the various jobbers. Jobber X could be asked if he knew that Jobber Y already had \$100 in his kitty. The firm exploited this idea with signs posted throughout the large order assembly room. One read, "Leon Gone Off His Rocker? (Giving Away the Firm's Profits) No! He is OK. He Likes the Business. He Just Doesn't Care About the Money." All signs urged jobbers to get their share of the pot of gold.

How to work up the chow line motif momentarily stymied the headquarters staff. They wanted more than a coffee line. It was decided to employ Carol Lewis, who won the title of "college queen" in a recent collegiate beauty contest, as hostess during the 7:30 to 10 a.m. free cof-

[Continued on page 31]



LEON TIAHNYBIK and Carol Lewis, Miss Pedigreed, serve jobbers during coffee break.



SLOGAN ON cooler door brings smile to Joe Minogue, sales manager. Order biller's desk where jobbers congregate, is surrounded by TV and newspaper advertising schedules.



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MOORE'S OK

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24, 1956



OPPORTUNITY for expansion of an organization's operations is sometimes found off the beaten path in unexpected places.

In the small town of Postville in northeastern Iowa, with a population of 1,470, an eight-year old beef processing plant lay fallow from 1951 until 1955. Well-constructed and situated in the midst of a prosperous dairy and livestock raising area, the plant was originally built by a group of local business men and farmers aided by government financing.

Recently taken over by the Marhoefer Packing Co. of Muncie, Ind., the Postville plant was remodeled and new equipment was added to allow the start of operations under federal inspection on March 4. Since that time the volume of beef processed has grown from 100 to 600 cattle a week with prospects for a greater increase in the near future.

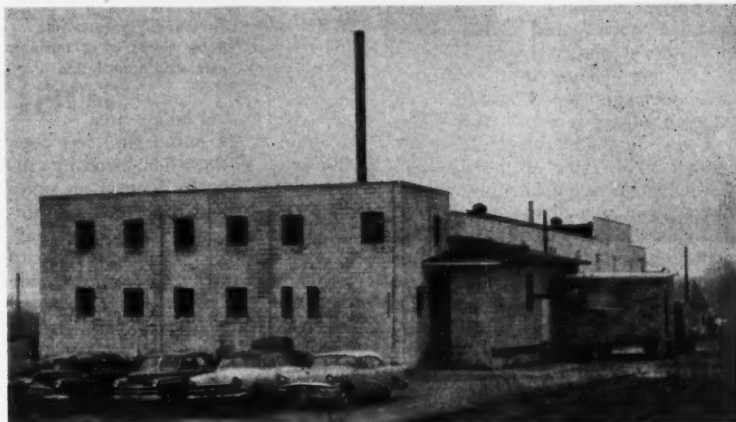
Specializing in slaughtering a select grade of cattle to customer specifications, the plant bones many tons of meat each day.

Operations are under the direction of James M. Nelson, on temporary leave from the Farmer's Commission Co., Chicago, and Fred Hartman, manager. The office is in charge of William Martin who was transferred from Muncie.

Operating partly as an independent unit, the plant is building up car routes that already extend over a wide area. Regular shipments are made to all parts of the country and to foreign ports. Healthy progress is indicated by future plans which include the addition of another bed for beef slaughter, the manufacture of dog food, enlargement of cooler

Idle Plant Turned Into Busy Packing Unit by Marhoefer

THESE QUARTERS on the shipping dock are being carefully wrapped for export.



EXTERIOR OF northeastern Iowa packinghouse reclaimed by the Marhoefer organization.

facilities and installation of a laundry.

Situated on the western outskirts of the town, the main structure is built on sloping ground with walls of concrete block and floors and ceilings of poured concrete. Processing machinery is largely of Boss and Globe manufacture. The basement houses the hide cellar, engine room, boiler room and dry storage, while the killing floor, coolers with a ca-

capacity for 250 carcasses, offal freezer, employees' welfare facilities and shipping office are on the ground level.

Changes in the plant since acquisition by Marhoefer have included enlargement of the shipping dock, increasing refrigeration capacity and rearranging equipment. An enclosed wing was added to the shipping dock to provide more inside room and to make an outside area, confined be-



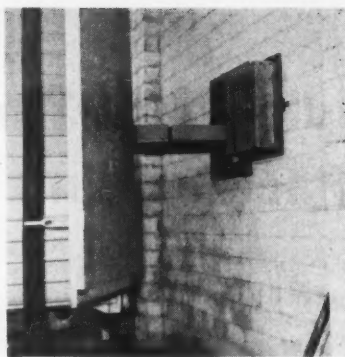
HALF-HOIST position on killing floor employs standard procedures to get good output.

tween a railroad siding and the plant, more maneuverable for trucks and trailers. To increase cooling efficiency of equipment already installed, a new six-cylinder high speed Vilter ammonia compressor and a Watkins internal liquid refrigerant recirculator were added in the engine room.

Slaughtering procedures start in an exceptionally clean and well-lighted knocking and hoisting room adjoining the main killing floor where a standard width runway is divided into three sections by vertical opening doors.

The first section is a holding pen made of open-spaced 2-in. welded pipe; the second, a high-sided concrete chute leading to the third, a metal knocking pen. Construction of the knocking pen is of steel plates with a sliding side gate of the same material. The sides of the first pen are hinged to swing laterally and allow crippled animals to enter through an adjacent door. Under this arrangement cripples outside the plant are hoisted and travel on a high rail through a wide doorway, across the open pen, to turn and travel parallel with the pens and be landed on the floor in front of the knocking pen door. Power pickup of cripples from trucks, together with lowering inside the plant, is controlled from a cable hoist station placed at one side of the knocking pen. The cable runs loosely through a pipe guide fastened to the ceiling above the high rail.

After stunning the cattle with a hammer, the knocker hoists and pushes the carcasses through a separating portal onto the killing floor where dressing proceeds in normal sequence. Advancing in a straight line across the room, the carcasses enter a cooler at the opposite end. Adequate space is available for adding a



BOXED OFFAL is speedily loaded into refrigerated trucks by means of a portable roller conveyor extending from inside plant.

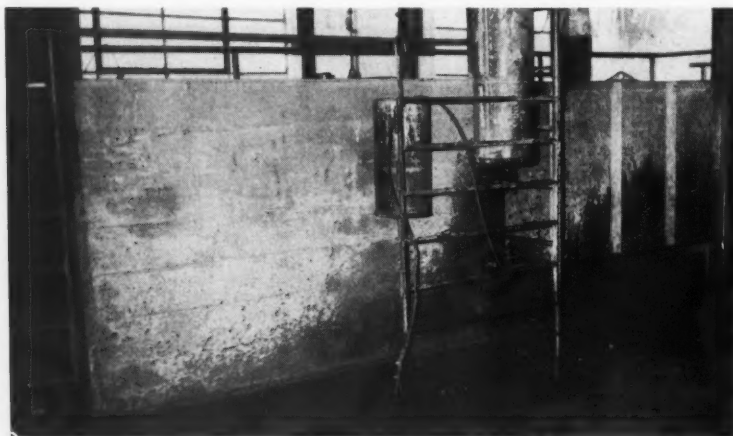
third bed in the killing area.

Shipment of boxed offal has been eased and refrigeration saved by cutting a 2-ft. square door in an outer wall of the offal department. Portable roller conveyors can be set up extending through the opening and into refrigerated trucks backed up outside the plant at a lower level. Calculated levels provide for fast and handy loading with the sloping conveyor ending at waist height in the truck.

Livers are carefully selected, individually wrapped in polyethylene and packed two to a box. Tails are packed in 10-lb. boxes. Other offal and boned meat are in 50- and 100-lb. packs.

Water for plant uses comes from two federally approved sources. One is a company-owned deep well equipped with Deming pumping equipment which supplies normal processing needs. Water from municipal mains is used only in emergencies.

The Marhoefer Packing Co., besides its main plant at Muncie, has other branches at Bloomington, Ill., and Jefferson, Indiana.



THREE-SECTION CHUTE at knocking area. At the left is one end of the hinged-side holding pen. Concrete pen is at the center and knocking pen at right. Guarded weight at right balances knocking pen rising gate. Smaller weight at left helps in lifting and lowering cripples.

AMIF Launches New 3-Year Meat Tenderization Study

A three-year research program designed to advance scientific understanding of the physical nature of tenderness in meat and to provide an insight into the changes induced by various tenderizing substances and agents has been undertaken by the American Meat Institute Foundation at the University of Chicago.

The program was activated on September 1 and is under the joint direction of Dr. Harry Wang, chief of the division of histology, and Dr. C. Edith Weir, Foundation chief of home economics.

The new program actually is a broadening and extension of work previously accomplished in the same direction. As was the earlier research, the program in part is financed by joint grants from Huron Milling Co., Harbor Beach, Mich., and Paul Lewis Laboratories, Milwaukee. This study is in addition to and distinct from another meat tenderization study on frozen-dried meat already in progress at the Foundation pursuant to a contract with the Quartermaster Food and Container Institute for the Armed Forces.

The fact that the project contemplates three years of continuous study is, in itself, indicative of the very broad scope of this research program, the AMIF pointed out. The program is directed toward development of a comprehensive understanding of the basic nature of tenderization and of the various factors which have an influence on the degree to which the tenderizing potentials of enzymatic and other agents are realized.

Corollary information on the various types of meat tissues and their relationship to tenderness and the effect of tenderizing agents will be developed simultaneously and will contribute significantly to basic understanding of variations in meat quality, the AMIF said.

Research methods developed in earlier studies will be utilized in the present program. Histological techniques will be employed by Dr. Wang and associates for direct observation of the action of tenderizing agents on muscle tissue components and of the changes brought about in the microscopic organization of the meat. Physical tests of muscle fiber extensibility and shear strength will be conducted to establish tenderness ratings as related to various types of treatment. Organoleptic analysis of cooked samples will be conducted to check the trend and validity of data accumulated in histological and physical studies and to test for flavor changes, etc.

Hide Quality Drops; Cause on Farm and in Meat Plant



SINCE LEATHER'S position in today's consumer market is predicated on the premise that it is a superior product, quality in his raw material is vital to the tanner and to the packer who supplies him. This fact was stressed repeatedly at the rawstock quality clinic held in Chicago recently by the Tanners' Council of America.

Until each tanner—the key link in the production of leather—realizes that his profit is dependent upon high quality hides, the industry will be involved in a circle of endless talk, stated Joseph F. Eberle, Council president. Buyers of leather are not interested in, nor will they long listen to excuses, such as: labor is tight; inspectors are hard to find; the salt was old; the prod had a nail in it, and the

next carload will be better. There will be no next carload, said Eberle. The tanner must insist on proper quality and pay for it down the line—to the packer, hide broker and dealer.

Either the leather industry will deliver a quality product in sufficient volume or it will lose its markets, emphasized Emery I. Huvos, chairman of Irving Tanning Co., Boston. "The always complaining but doing-nothing-or-very-little attitude of the majority of the tanners is at least partly responsible for the mess of poor quality hides. The meeting more properly should be called a protest meeting and not a clinic," Huvos told the group.

All the promotion work done by the Leather Industries of America, to which the packing and hide industries

contribute, is wasted effort unless the quality of leather meets the superior quality attributes stressed in the leather advertising. Quantity is determined by hide quality.

"As the market for quality leather expands there will be less demand for inferior quality leather. Tanners cannot continue to tie up capital in leather that does not move," Huvos reiterated. "At today's labor and production costs the tanner cannot waste his efforts on an inferior product! He must be selective in his raw material purchases and carefully inspect each incoming lot. Discrepancies should be reported immediately to the Tanners' Hide Bureau," Huvos declared.

There has been a serious deterioration in hide quality during the past decade, stated Cecil E. Powell, director, Tanners' Hide Bureau, Chicago. The lowering of quality has taken place both on the farm and in the meat packing plant. On the farm, grubs and lice are among the greatest contributors to hide damage. Some of the new organic phosphate compounds hold promise of eliminating grub damage. However, this program must be sold to livestock producers through organizations such as Livestock Conservation, Inc., he asserted. The Tanners' Hide Bureau with the aid of LCI has secured the cooperation of the USDA Agricultural Research Service in undertaking a research program aimed at eliminating demodectic mange, the number two cause of poor hides on the farm.

"At the packinghouse level, hide



HIDE CLINIC SPEAKERS: Jewett F. Neiley, Endicott Johnson Corp., Endicott, N. Y.; Cecil E. Powell, Tanners' Hide Bureau, Chicago; Emery I. Huvos, Irving Tanning Co., Boston, and Joseph F. Eberle, president, Tanners' Council of America, New York, the clinic sponsor.

damage has risen dramatically within the past three years," Powell said. Cuts and scores now average 10 per cent and some plants consider themselves fortunate if they can maintain this level. Furthermore, during the vacation period from May through November there is a 2 per cent increase in damage from cuts or scores.

While the number of animals slaughtered has increased some 30 to 40 per cent during the past decade, the skilled butcher pool actually has dwindled. Butcher damage to hides during 1955 is estimated to have amounted to \$1,000,000. The Can-Pac beef rail dressing system and the mechanical skinning knife will materially reduce the incidence of cuts and scores, Powell stated. One plant that started a new beef butcher crew with mechanical knives has reduced cuts and scores to 5 per cent. One disadvantage of the mechanical knife lies in its fatigue factor. In this system, therefore, damage to the hides occurs toward the end of the day.

Some plants have failed to keep pace in their hide cellar with the expanded volume of slaughter and have the same hide curing facilities they had 20 and 30 years ago. The result is that the packs are too high and the poor flow of pickle causes under curing. Some packers try to cure hides with No. 2 salt which dissolves too slowly to do an effective job. This grade of salt should be mixed with 25 to 50 per cent salt of smaller size to do a good job, Powell continued. He also cautioned that fat should be removed from the flesh side of hides to avoid undercuring.

One or two beetles in a railroad car can infest the whole load quickly, Powell pointed out. To date only one railroad has issued instructions for disinfecting hide cars and using them for this purpose only. Powell suggested that shippers perform this function to protect cured hides.

Failure to put hides down promptly, and allowing the temperature within the hide cellar to rise, lowers the strength of the leather produced from these hides, said Dr. Fred O'Flaherty, director, Tanners' Council Research Laboratory, Cincinnati. Holding hides overnight before placing them in cure is a sure way to reduce leather strength. The Tanners' Hide Bureau, in cooperation with the American Meat Institute Foundation, is developing a technique for measuring leather value in a hide.

He also commented on the mange research to be undertaken by USDA. Mange is a serious problem. In Illinois 9 per cent of the cattle population is infected with mange,

O'Flaherty pointed out as an example.

In cooperation with Ohio State University, the Tanners' Council Research Laboratory is conducting experiments with aureomycin as a deterrent to bacterial spoilage of hides. If successful, these tests will provide a technique for protecting hide strength during exposure to unfavorable temperature and weather.

Each tanner should establish a system for funneling quality information back to the packer, said Jewett Neiley, manager of raw material procurement for Endicott Johnson Corp., Endicott, N. Y. Scores are the principal butcher damage to hides. Scored leather currently is selling \$1.76 under tanner run selection. However, with only a little effort, information on proper hide takeoff can be passed to the packer promptly to make this data useful in controlling the work at the packinghouse level, he stated.

During the discussion period that followed it was charged that packers do not allow hide inspectors sufficient time to examine hides. It was stated, also, that brine-cured hides, which are referred to as special cure hides, meet with resistance from the tanners, and that hides from Brahma cattle do not make good leather and, therefore, should be excluded from the classification of hides. Jack Weiller, president, Jack Weiller & Co., Chicago, stated that all these problems could be resolved through committee action by hide, packer and tanner interests.

Meat and Bone Meal In Broiler Feed

Research reported by the American Meat Institute Foundation in its booklet "High Levels of Meat and Bone Meal in Broiler Diets" is said to show positively that higher levels, from eight to 17 per cent, of meat and bone meal can be used successfully in high energy, high-efficiency broiler rations. The booklet discusses meat and bone levels and feeding results. It contains two tables showing effects of various rations on feed conversion and results of fat level on chick performance.

More Descriptive Name

The name of the National Frozen Food Locker Institute, Elizabethtown, Pa., has been changed to the National Institute of Locker and Freezer Provisioners. The name change was adopted at the group's 17th annual convention in Chicago, as more descriptive of the area served. The membership includes frozen food centers and food plans in addition to locker plants.

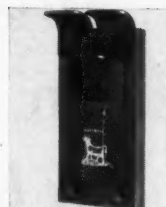


BELT SCRAPERS

For perfectly cleaned hogs use
"BOSS" Belt Scrapers

Your choice
of
three
Belt Scrapers

Regular
Special
Supreme



"BOSS" Belt Scraper

Regular—High Quality Rubber

Special—Nylon Material

Supreme—Long Lasting Synthetic
Material



"BOSS" Belt Scrapers in Dehairer

If your dehairer ejects carcasses that are nicked and bruised, the belt scrapers are either too limber or too stiff.

Replace with the "BOSS" Belt Scraper that is just right.

Our special manufacturing process, which involves heat curing, molding and covering under hydraulic pressure, guarantees uniformity, resiliency and stamina of the belts.



CB56-6

THE Cincinnati BUTCHERS' SUPPLY COMPANY
CINCINNATI 16, OHIO



BOSS

CHAS. G. SCHMIDT

JUMBO U DEHAIRER

DESIGNED TO DEHAIR CLEAN and FAST • 1000 per HOUR

The U bar hog dehairer is a 1916 "BOSS" invention. Present models incorporate all of the advantages which have been devised through the intervening years by the "BOSS" staff of hog dehairing specialists.

U bars are wide, long, and heavy. Overlapping side flights attached to conveyor plates prevent side friction and insure quick, positive delivery of hogs from tub into machine.

Frame and panels are of cast iron. Panels are heavily ribbed on outside to prevent warping, but smooth inside providing no ledges for attraction of corrosive scurf and moisture.

Motor mounted on top of dehairer drives machine thru roller chain to drive shafts. The drive to hair conveyor shaft is thru roller chain and bevel gears, and operates independently.

The lower shaft with ten point scraper stars runs at 55 RPM; the upper shaft with six point scraper stars runs at 100 RPM. Both shafts turn in the same direction.

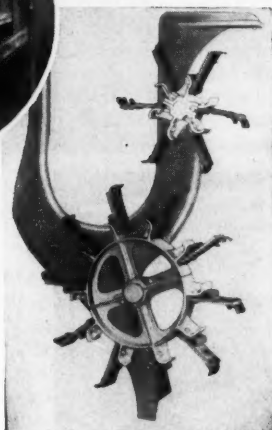
Spray pipes for spraying hogs with hot water are provided; a recirculating hot water box can be incorporated if desired.



Discharge end showing heavy U bars and spiral formation of belt scrapers.



Jumbo U bar with 10 point star on lower shaft and 6 point star on upper shaft.



All adjustment and maintenance parts easily accessible.

Replacement parts from stock.

Motors are Standard.

Designed for low-cost operation.

Plant layouts are available.

Starting engineers may be provided.

Equipment for the entire plant.

User list on request.

Tomorrow..



HANDS REACH OUT to Sally Starr, TV favorite of the children, for autographed photos.

Weiland Introduces the Big "W" at a Party

ALL THE MEAT packages displayed in the stores of southeastern Pennsylvania no longer look "about the same"—those of the Weiland Packing Co. of Phoenixville stand



ABOVE (first and third columns): Both old and young among the food retailers and their families were interested in the new Weiland packages and their eye-catching design; Daddy (in right photo) is making inspection under some difficulty but son has top view.

out in the showcases with their big "W" in chocolate brown, turquoise and yellow ochre—and the food retailers of the area were made acquainted with that fact at a recent prevue party at which the new package line was launched with pageantry and prizes.

Retailers and their families—about 7,000 in all—came from faraway points to attend the prevue party held on a Sunday afternoon in the Phoenixville armory.

The decision to switch away from "look-alike" packages toward a simple design with large blocks of white and soft yellow on which the large and colorful "W" forcefully signals company and brand identity, was made by management of the Weiland company and its advertising agency, Baker/Johnson & Dickinson.

The changeover in package design was a major step in the program worked out for the packer by the Milwaukee agency. Because of a limited budget, no attempt is made to promote Weiland products 52 weeks a

year. Instead, spearhead items are promoted four or five times a year for three- to four-week periods. During these times dominating advertisements are used in newspapers and



BIGGEST representation (left) of the new Weiland design was shown to visiting retailers on one of the Phoenixville company's refrigerated trucks which was parked by the armory entrance during the Sunday afternoon prevue party.

spot radio is employed on a saturation basis. Each promotion is keyed to the sales staff with contests and other devices to arouse enthusiasm and concentrate effort.

At the package prevue party one wall of the armory was lined with refrigerated cases displaying Weiland products in their new containers. Refreshment counters were ranged along a second wall and continuous entertainment was provided on a stage at one end of the hall. Talent was employed from a Philadelphia TV station, including an Indian chief, a cowgirl, a dancer, a magician and a clown. Door prizes included TV sets, radio sets and other appliances.

Promotion for Jobbers

[Continued from page 24]

fee break. Work and class assignment adjustments were made to permit Miss Lewis to continue her scholastic work. Once again a plus factor was attained. The presence of a charming hostess was news—it created comment and aroused the curiosity of jobbers who came to see for themselves. It also provided a high-acceptance means of distributing sales literature since Miss Lewis handed out this material. The literature, which summarized Leon's advertising promotion, had its own "come-on," a heading stating, "Confidential."

Important as they were, the plans for jobbers were only part of an overall merchandising program. "The meat processor distributing through jobbers needs consumer franchising," Tiahnybik comments.

A jobber promotion was planned that would be part of a major consumer merchandising campaign centered around the firm's 35th anniversary. The campaign was centered initially around packaged frankfurts and Polish sausage as these carried the greatest identification value.

A new package was designed and a new name, "Pedigreed," selected by the committee for packaged items. The larger stick products carry the firm name on the casing.

While the jobber promotion was confined to October, the advertising campaign aimed at creating consumer recognition was planned for a six-month period. Guido stated that was the firm's initial effort. The scope and nature of further advertising is to be decided upon at the end of this period. "Management is certain of one thing, the need to gain consumer acceptance, even if the bulk of its business is with smaller independent retailer and delicatessen shops."

Newspaper promotion had a October 11 kickoff with full-page adver-

tisements in the *Chicago Tribune* and the *Polish Daily News*. A modest follow-through schedule was also taken.

On the TV program, "Creative Cookery" by Francis Pope, the firm secured daily spot announcements. The program, which is telecast between 9 to 10 a.m., Monday through Friday, is shown when Mrs. Housewife is still at home. The program features Leon's products in cooking.

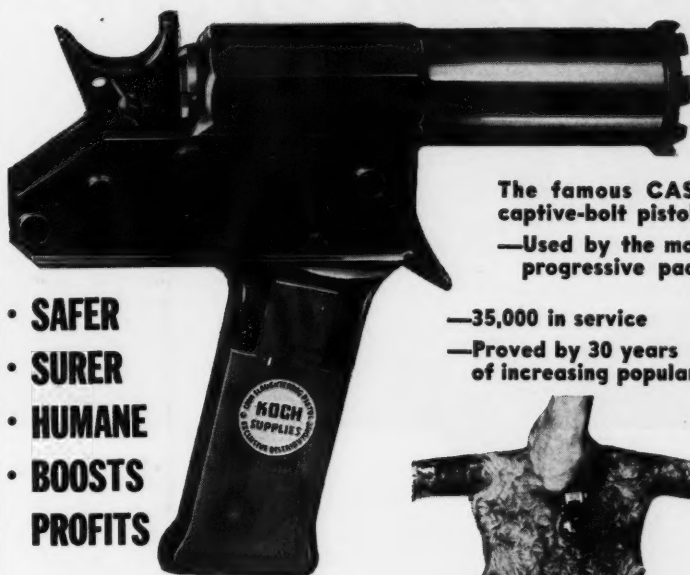
A sales kit was prepared for jobber distribution. This kit included various items of point-of-sale display material, such as a "welcome neighbor" door sign; posters; copies of the

advertisements; a shelf talker; a small promotion strip using reflecting inks; butcher caps and a large teaser button. The button carried the initials T.J.T. across the brand name, Pedigreed, printed on a frankfurt background. All jobbers wore the button.

Jobbers were told that sausage sell sausage. People buy sausage by assortment and it should be sold by assortment. They were requested to help their retailers merchandise the 25-item line, to inspect the show-cases, and to arrange product.

The results are in and management is well pleased. Sales jumped 20 per

KOCH Stunning Pistol



The famous CASH-X captive-bolt pistol:

—Used by the most progressive packers

—35,000 in service

—Proved by 30 years of increasing popularity

- SAFER
- SURER
- HUMANE
- BOOSTS PROFITS



AVOID COSTLY LOSSES!

Stop "Clotted Carcass" and "Dark Cutters" by Using this Faster, Better Stunning Method.

Prevent down-grading that results from old-fashioned hammer knocking. Get a smoother, more economical operation, too, by switching to the progressive Koch "Cash-X" stunning method.

Thorough Bleeding . . . Relaxed, Tender Meat

Bolt goes 1½ inches, just far enough to cause instant, sure unconsciousness. Lungs and heart go on working to pump out all blood after sticking . . . quickest, more thorough bleeding ever. Relaxed animals have no muscle cramps or spasms either. Thoroughly bled meat looks better, keeps better and sells better.

EASY TO USE!

The Koch "Cash-X" pistol is simple to use, light weight. Easy for any operator to get sure results, everytime. Operator doesn't tire or become inaccurate. Bolt, driven by special blank cartridge, is stopped at just the right point by compressed air and returned to starting position. No recoil, no misses. One shot does it!

WRITE FOR FULL INFORMATION AND PRICE

KOCH SUPPLIES

2518 Holmes St.
Phone Victor 2-3788
Kansas City 8, Mo.

cent. "This increase absorbed the cost of the promotion," Tiahnybik pointed out. "We attracted new jobbers by the promotion and the carry-over of jobber business is excellent. The top jobber received a check for \$350.18," he concluded.

Consumer advertising has created a measurable response. Whenever there is a request for product information, the potential customer is referred to a local store which passes the request to the jobber. Management estimates that the cost of the entire program was about 1.5 per cent of the sales dollar.

Meat Adds to Any Event; Here Are Some for 1957

Several special events with tie-in possibilities for meat packers and sausage manufacturers are listed in "Special Days, Weeks and Months in 1957," just published by the Chamber of Commerce of the United States. The 48-page booklet gives the dates of more than 300 business promotion events, legal holidays and religious observances and lists names and addresses of sponsors of the events. These include:

Louisiana Yam Supper Season,

January 1-February 15. Sponsor: Louisiana Yam Industry, P.O. Box 132, Opelousas, La.

Good Breakfast Months, February and March. Sponsor: American Bakers Association, 20 N. Wacker dr., Chicago 6.

National Colorado Beef Week, February 2-10. Sponsor: Livestock Division, Colorado Advertising Committee, State Capitol, Denver 2.

Kraut and Frankfurter Week, February 7-16. Sponsor: National Kraut Packers Association, 202 S. Marion st., Oak Park, Ill.

Packaging Week, April 8-11. Sponsor: American Management Association, 1515 Broadway, Times Square, New York City.

National Baby Week, April 27-May 4. For information write to: Gerber Baby Foods, c/o Public Relations Department, D'Arcy Advertising Co., Inc., 430 Park ave., New York 22, N. Y.

National Canned Hamburger Month, May 1-31. Sponsor: Canned Hamburger Institute, 41-28 Murray st., Flushing, L. I., N. Y.

National Hot Dog Month, July 1-31. Sponsor: Tee-Pak, Inc., 3520 S. Morgan st., Chicago.

National Better Breakfast Month, September 1-30. Sponsor: Cereal Institute, Inc., 135 S. LaSalle st., Chicago 3.

Kraut, Pork 'n Apple Dinner Season, October 15-November 30. Sponsor: National Kraut Packers Association, 202 S. Marion st., Oak Park, Ill.

National Can Opener Week, November 4-10. Sponsor: Can Manufacturers Institute, 32 E. 57th st., New York 22, N. Y.

Dog food manufacturers may wish to tie in with "National Dog Week," September 22-28, sponsored by the National Dog Welfare Guild, Inc., 114 E. 32nd st., New York.

Other possibilities are offered, too, by such events as "National Weight-watchers Week," February 3-9, sponsored by the "Lite-Diet" Bread, Bakers Franchise Corp., 250 Park ave., New York 17, N. Y., and "Let's All Play Ball Week," April 6-18, sponsored by *Sporting Goods Dealer* magazine, 2018 Washington ave., St. Louis 3, Mo.

This idea is not so far-fetched. Meat, after all, adds zest to any occasion, and what's a ball game without a hot dog?

The special events booklet and a companion trade promotion planning calendar are available for 50c from the domestic distribution department, Chamber of Commerce of the United States, 1615 H st., N. W., Washington 6, D. C.



Stainless Steel Sausage Meat Truck

Designed up from the Neotread wheels to give long, maintenance-free life under severe packinghouse conditions.



St. John & Company is one of the few original manufacturers of stainless steel packing house equipment. You deal directly with the men who design and build equipment to suit your special requirements—men who know by experience what difficult conditions are encountered in plant operations.



St. John stainless steel meat trucks, soaking vats, smoke sticks, cutting tables, meat shovels and other products are reducing maintenance costs in packing-houses from coast-to-coast.



Be sure to get the whole story of St. John super quality stainless equipment.

... Write for our new catalog today.



ST. JOHN & CO.

5800 SO. DAMEN AVE. CHICAGO 36, ILLINOIS

Stay-at-Home Beef

Canada Consumes Its Own Beef—and Other Exporting Countries of Hemisphere Do Too

CANADA'S SHIFT within a decade from its former position as a sizeable beef exporter to one in which it is barely self-sufficient or actually a net beef importer "has been quite amazing," according to a recent analysis by the Meat Packers Council of Canada, which views as encouraging the replacement of former customers abroad by thousands of new customers at home.

Pointing out that the best market in the long run is generally the nearest, and that Canada's growing industrial economy promises a continued healthy demand for beef, the Council notes that this does not mean that the American beef market is now of only passing interest.

"It is quite possible," comments the survey, "that from time to time an important volume of cattle and beef will continue to move southward. For this reason relative price levels on each side of the border will remain of importance. By the same token the Canadian-U.S. beef trade is now a reversible proposition and can no longer be regarded solely as a one-way street."

Asking what does the change in the beef picture mean for the future, and "does it mean that beef enjoys a preferred position in the eye of the consumer and that consumption is going steadily to outstrip production over the next few years?" the Council summarizes developments as follows:

Early in 1952 the outbreak of foot-and-mouth disease in Saskatchewan was regarded as a catastrophic blow to the Canadian beef industry. The immediate and most damaging economic consequence was the temporary loss of the U.S. market which in the years 1948, 1949 and 1950 had absorbed upwards of 300,000 head of Canadian beef cattle annually, plus close to 100,000,000 lbs. of dressed beef—in other words a market outlet for about 30 per cent of net commercial marketings. In 1951, a year marked by smaller output and record prices, the export surplus of cattle was reduced somewhat, but it still remained a relatively important factor.

The foot-and-mouth outbreak was quickly controlled and the U.S. market fully reopened by March, 1953. Despite the fact that in the mean-

time cattle numbers had continued to build up on farms, during 1953, with cattle marketings increasing by nearly 300,000 head over 1952 and by about 200,000 head over 1951, exports attained only a fraction of their previous volume. In 1953 only about 24,000 cattle and 17,000,000 lbs. of dressed beef (compared to an average of 329,000 cattle and 86,000,000 lbs. of dressed beef from 1948 to 1950) were shipped from Canada to the United States.

In 1954 exports of Canadian cattle to U.S. markets increased slightly to about 52,000 head but beef exports declined to less than 10,000,000 lbs. In 1955 cattle exports dropped off to 21,000 and dressed beef exports to less than 8,000,000 lbs. In 1956 it appears that, while dressed beef shipments may slightly exceed 1955, live cattle exports are likely to be smaller than imports.

The rise in beef consumption has been dramatic. In the pre-war years, from 1935 to 1939, the domestic market, consuming beef at the rate of 54.7 lbs. per capita, annually absorbed slightly over 600,000,000 lbs. Even with meat rationing there appeared to be some increase in con-

sumption during the war, but in the immediate post-war years, with rising beef prices, consumption per capita remained at about pre-war levels. In 1951, when prices reached an all-time high, per capita consumption tumbled sharply to only 44.1 lbs. It increased by 4.5 lbs. per capita in 1952 but it was in the next year, 1953, that the most spectacular gain took place. With per capita consumption rising to 64.6 lbs. the total beef disappearance increased by 250,000,000 lbs. In 1954 Canadians for the first time ate over 1,000,000,000 lbs. of beef—an annual per capita average of 72 lbs. In 1955 beef disappearance continued at the same high rate and from all indications it will be higher still in 1956.

These trends toward a diminishing export surplus of beef have not been peculiar to Canada alone. Argentina and Mexico, both traditional beef exporters, have also been offering a lesser surplus on the world market. Increasing domestic consumption in these countries, as in Canada, has been an important factor, although the weather and economic policies have also played a part. Recently beef output in the Argentine has been sharply higher in response to permitted increases in beef cattle prices. This has been reflected in substantially larger exports of chilled beef, mainly to the United Kingdom.

The Mexican cattle industry, fre-

[Continued on page 51]



TELEVISED ADVENTURES in the life of a butcher's daughter and short commercials, with a butcher shop setting, brought an immediate increase in sales of the Sodor half cottage roll in Cryovac, processed by Le Marche de Quebec, Quebec City, Que. The 13-week live TV program, using local talent, was produced with the aid of Leo Bregent, Eastern Canadian sales manager of The Cryovac Co., who is shown in above photo. Also shown are Miss Pierrette Beaudoin (left), the announcer, and Miss Pierrette Roy, the star. Weekly, 15-minute show, "Chez Pierre," brought praise from television critics in Quebec newspapers for being a live show and using all local talent. Sales of the half cottage roll increased immediately and leveled off at more than five times the previous figure, according to Claude Begin, manager of Le Marche. This influenced Begin to add frankfurters, full cottage roll, picnic hams and cooked hams in printed bags to his line. The firm sold largely to out-of-town shops before the program but has reorganized sales work to meet increased local demand.

S. OPPENHEIMER & CO., Inc.

ESTABLISHED 1868

S. OPPENHEIMER & CO. INC., importers, exporters and processors of quality Sheep and Lamb Casings for EIGHTY-EIGHT YEARS, take pleasure in offering you your choice of:

QUALITY CONTROLLED {Selected 12-strand Sheep and Lamb Casings for low cost rapid filling.

We appreciate the confidence of our friends of many years, and will welcome the opportunity to serve new friends as well with

S. OPPENHEIMER & CO. INC. QUALITY CONTROLLED

SHEEP CASINGS and LAMB CASINGS.

NEARLY A CENTURY OF EXPERIENCE POINTS THE WAY

S. OPPENHEIMER & CO., Inc.

SUITE 1522 • 55 EAST WASHINGTON STREET • CHICAGO 2, ILLINOIS

Telephone: Central 6-1236

The Meat Trail...

AMIF Names B. S. Schweigert Director of Research

Appointment of Dr. BERNARD S. SCHWEIGERT as director of research and education of the American Meat Institute Foundation and Drs. DELBERT M. DOTY and CHARLES F. NIVEN, JR., as associate directors has been announced by WESLEY HARDENBERGH, president of the non-profit, scientific research organization at the University of Chicago. Dr. Doty also was named director of the department of scientific research of the American Meat Institute at the same time.

The Foundation maintains laboratories on the university campus and has a staff of more than 50 scientists engaged in research relating to the production of livestock and the processing and utilization of products derived from livestock. It collaborates with the university in the training of young scientists.

Reorganization of the Foundation's administrative staff was made necessary by the death on September 30 of Dr. HENRY R. KRAYBILL, scientist and educator, who had aided in the creation of the Foundation and had served as its director from 1947 when

it first began operations. All three of the new administrative officers have



B. S. SCHWEIGERT



D. M. DOTY



C. F. NIVEN

held positions of research and administrative responsibility at the Foundation for eight or more years. All for several years served with Dr. Kraybill as assistant directors in charge of specific areas of research. All three hold professorial appointments at the University of Chicago.

In announcing the appointments, Hardenbergh noted that "the new members of the Foundation's administrative family all are exceptionally well qualified in educational background and experience and each in his present and previous affiliations has forcefully demonstrated his capacities as an administrator, teacher, scientist and research leader."

Dr. Schweigert received his academic training at the University of Wisconsin, from which he obtained the Ph.D. degree in biochemistry in

1946. Before going to Chicago, he held research and faculty appointments at the University of Wisconsin and at A & M College of Texas. He has been chief of the Foundation's division of biochemistry and nutrition since 1948 and an assistant director of research since 1953.

Dr. Doty received his scientific training at Purdue University, being awarded the Ph.D. degree in agricultural chemistry in 1941. Before joining the staff of the Foundation in 1948 as chief of the division of analytical and physical chemistry and as an assistant director, he served on the staff of the Purdue agricultural experiment station; as acting head of the Purdue department of agricultural chemistry, then as associate professor and assistant department chief.

Dr. Niven received his early academic training at the University of Arkansas and was awarded the Ph.D. degree in bacteriology by Cornell University in 1939. Following several years on the research staff and faculty at Cornell and a period as bacteriologist for Hiram Walker & Sons, Inc., Dr. Niven in 1946 joined the research staff of the American Meat Institute. He became chief of the Foundation's division of bacteriology in 1948 and has served as an assistant director of the organization since 1953.

Jay Decker, Co-Founder of Mason City Firm, Is Dead

JAY E. DECKER, who helped found Jacob E. Decker and Sons, Mason City, Iowa, in 1899 and served as president and general manager for many years, died in Mason City at the age of 80. He retired in 1938 when the company was purchased by Armour and Company. Upon his retirement, he was made a life member of the American Meat Institute.

Born in Chicago, Decker was the third successive generation of the family in the meat packing industry, starting with JOHAN JACOB DECKER, who received a master butcher certificate at Neuweid-on-the-Rhein, Germany, in 1877. Jay Decker's father, JACOB E., came to the U. S. in his youth and operated in the meat packing and wholesaling field in Buffalo, Chicago and Fort Worth.

Jay Decker and his brother, RALPH, who died in 1919, both started in the wholesale market in Chicago. With their father, who had retired, they purchased the small packing plant of



MEMBERSHIP MEETING of Alabama Meat Packers Association in Tutwiler Hotel, Birmingham, was occasion of these photos, which show informal discussions set off by program. Growing importance of animal agriculture in the Southeast provides many topics. In photo at left are (l. to r.): Dick Cooper, manager, Jones Valley Sausage Co., Birmingham; Gwaltney McCollum, sales manager, Greensboro Packing Co., Inc., Greensboro, and R. L. Grunwaldt, The Griffith Laboratories, Chicago. Also seen with group in background is Ray Mollett (right), manager, Frosty Morn Meats, Montgomery. In front of speaker's table in photo at right are (l. to r.): J. M. Gentry, manager, R. L. Zeigler, Inc., Selma; William Kling, Valley Pride Packing Co., Huntsville, the association president; Melvin Haas, Haas Davis Packing Co., Mobile, vice president of the group, and Gwaltney McCollum.

Identified Hams Build Demand, Boost Profits

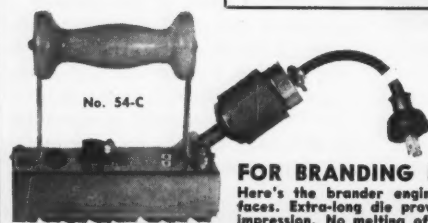


No. 55-C

For Collar Branding

Makes a perfect impression . . . on the customer, too!

For best results use
GREAT LAKES INKS



No. 54-C

FOR BRANDING FAT SURFACES

Here's the brander engineered specially for branding fat surfaces. Extra-long die provides collar-to-butt marking with single impression. No melting of fat . . . no smearing.



Great Lakes branders provide positive sales identification from collar-to-butt . . . neatly, legibly and without smearing. Adjustable thermostat control, balanced design, sturdily built.

GREAT LAKES STAMP & MFG. CO.

2500 IRVING PARK ROAD

CHICAGO 18, ILLINOIS



SPECO'S New C-D Retaining Bear-Ring gives your grinders longer life

This new retaining bearing promotes cleaner cuts because it holds knife and plate in perfect alignment at all times. Product temperature rise is reduced because the friction free center bearing dissipates all heat to the bowl — not to the meat. Its friction free character increases the life of the feed screw stud and decreases power consumption. Cylinder bowl life is increased as the feed screw is held in the center of the cylinder and does not rub on cylinder ribs. A special stud is furnished with each bearing.

SPECO Inc.

Write now for new free Catalog and
Plate Ordering Guide

THE SPECIALTY MANUFACTURERS
3946 Willow Road • Schiller Park, Illinois
Gladstone 5-7240 (Chicago)

**GET
CLEANER,
COOLER
CUTS**

WILLIAM RICHARDS in Mason City in 1899 and, as Jacob E. Decker and Sons, developed it into an outstanding packinghouse. Both brothers were active in the AMI.

Since his retirement as president of the packing company, Jay Decker had been active in civic and fraternal affairs and served on the boards of a local bank and savings and loan association. He is survived by the widow, ANGIE; two sons, J. EMERSON and DUDLEY ALAN; a daughter, DOROTHY DECKER FARRELL; five grandchildren and four great grandchildren.

JOBS

DWAYNE WASHER has been elected to the board of directors of Bridgford Packing Co., Anaheim, Calif., H. H. BRIDGFORD, president, announced. Washer also has been named vice president in charge of production at the Anaheim plant. The company currently is engaged in an extensive expansion program with particular emphasis on consumer-sized packaged meats.

MATTHEW J. METZGER has been appointed to the newly-created post of public relations director of Schweigert Meat Co., Inc., Minneapolis. In this capacity he will handle special promotions, sales and service for the sausage firm. Metzger formerly was St. Paul district manager of National Tea Co.

The Fargo (N. D.) branch of Armour and Company has lost one Anderson as manager and gained another. RICHARD J. ANDERSON, manager at Fargo since 1942, has been promoted to assistant district manager in South St. Paul. Succeeding him at Fargo is OSCAR F. ANDERSON, who has been manager at Aberdeen, S. D., for the past two years.

PAUL K. TITUS has been appointed eastern division sales manager of William Underwood Co., Watertown, Mass. He previously served in the promotion office of Time-Life, Inc.

PLANTS

The plant of Montana Meat Packing Co., Great Falls, Mont., was destroyed last week in a \$125,000 fire. TERRY COSGROVE, owner, said the plant will be rebuilt as soon as possible. Also lost in the fire were 150 head of dressed beef and 11,000 Thanksgiving turkeys.

South Alabama Rendering Service, Inc., which began operations last January in Loxley, Ala., is expanding to handle the company's steadily in-



THE 1955 annual report to shareholders of Swift & Company was judged best in the meat packing industry in Financial World's annual competition. E. P. Hartford (left), manager of Swift's New York district office, accepted the bronze Oscar at the recent awards banquet in New York City. Weston Smith, director of the annual report survey, made the presentation. This is the 11th time this honor has been accorded Swift's annual report.

creasing tonnage, ROBERT J. CUMMINGS, vice president, informed the NP. The new firm installed an Ex-peller press a few months ago and now is doubling its warehouse space for bagged meat meal. A separate operation to handle shop and restaurant grease is being installed in the space formerly used for storage of bagged meat meal. The company also has added two tallow storage tanks of 150,000-lb. capacity and will ship the tallow in tank trucklots. Other officers of the firm are C. O. CUMMINGS, president, and J. E. ALLEN, JR., secretary and treasurer.

An open house at Roode Packing Co., Fairbury, Nebr., marked the completion of a \$150,000 expansion project. The expansion includes new holding pens, kill room, chill room, boning room, freezer and laundry facilities, which are housed in a two-story brick addition. Plant capacity has been increased to about 80 cattle or 150 hogs daily. The Roode firm, which employs 45 persons, was founded in 1935 by R. D. ROODE and now is operated by his three sons, MARK, BOB and ED.

TRAILMARKS

MERLE A. DELPH, president of M. A. Delph Co., Inc., Indianapolis, has been selected to receive the "Medal of Merit" of the National Hide Association in 1957, HAROLD M. BRODSKY of Philadelphia, chairman of the NHA awards committee, announced. Delph was chosen for the

service he rendered the hide and leather industry in making available at a recent demonstration his company's findings on the odorless brine curing, bleaching and defleshing of hides before shipment. (See THE NATIONAL PROVISIONER of November 3, 1956.) "This was one of the most unselfish and, at the same time, one of the most progressive steps ever undertaken by anyone in our industry," Brodsky said.

A cutting and costing demonstration in which a primal cut will be broken into hotel cuts will be a feature of the annual meeting of the Chicago Hotel and Restaurant Meat Purveyors, scheduled for 6:30 p.m. Monday, December 10, at the St. Clair Hotel. The demonstration will be conducted by VERN OLMSTEAD, manager, customer service department, Armour and Company, Chicago, whose presentation at the national convention in Miami (see the NP of November 11) aroused great interest. Non-members who wish to attend the Chicago meeting are requested to contact HARRY RUDNICK, secretary, at FRanklin 2-3980.

Appointment of D. J. (BILL) TWEDDELL, Houston Packing Co., Houston, as chairman of NIMPA's special committee on industrial relations has been announced by CHRIS E. FINKBEINER, NIMPA president. Twedell succeeds E. Y. LINGLE, Seitz Packing Co., St. Joseph, Mo., who resigned as chairman because of the pressure of other duties. Both Twedell and Lingle are members of the NIMPA board of directors.

Two key employees of Maurer-Neuer Corp., Arkansas City, Kans., recently were awarded 25-year silver service emblems. They are HAROLD HELCHEN, who is in charge of beef sales at Arkansas City, and TRAVIS SMITH, assistant sales manager.

DEATHS

ROBERT CLEVELAND MORRIS, 72, plant manager of Richmond Abattoir, Inc., Richmond, Va., and a veteran of more than a half century in the meat packing industry, died recently. Morris began his career with Kingan & Co. in 1901 and was associated with Kingan for many years. He received a 50-year service pin from the American Meat Institute in 1952. Survivors include the widow, BESSIE; a daughter, JEAN, and a son, CLEVELAND G.

EUGENE FRANCIS CORDONNIER, 73, retired Armour and Company veteran, passed away at Oklahoma City. He

worked for Armour for more than 50 years and was a department superintendent in the pork division at Oklahoma City when he retired.

ALFRED J. DOLL, 77, a partner in Alfred and Edward Doll Co., Detroit wholesale meat firm, died recently.

GEORGE WECKMAN, SR., credit manager at the Armour and Company Philadelphia branch, died at 56.

24 More Veterans at Fred Usinger to Wear AMI Pins

A half-century of work in the meat industry was to bring an employee of Fred Usinger, Inc., Milwaukee, a gold award at a company party November 24. Twenty-three other persons, including several executives, were to receive silver service emblems.

The 50-year veteran is MARTIN SCHULZ, a meat boner, who began his career in meat packing in Germany. He reached the United States in 1922 and worked for Frank and Co. in Milwaukee before joining Usinger.

FREDERICK D. USINGER, president of the sausage firm, was to present the awards on behalf of the American Meat Institute. The company, which employs more than 100 persons, was founded by his grandfather in 1880 and produces about 60 different types of sausage for nationwide distribution. Approximately 25 per cent of the employees have served in the industry for at least a quarter of a century.

Latest to join the group of 25-year award recipients are: FRED USINGER, JR., formerly president and now treasurer, who joined the firm in 1908; OTTO SCHWARTZ, formerly general manager and now a member of the board of directors, who started with the company in 1917; ELLA ONSAGER, secretary and assistant treasurer, who began in 1918; CARL USINGER, chief engineer, 1922; WILLIAM C. OSTERMEYER, general plant manager, 1927, and ERWIN BEUTIN, traffic manager, who started in 1928.

Also, ARTHUR SCHOEN, sales representative; LILLIAN FRIEDRICH, a clerk; CLARA FIEDLER, bookkeeper; FRANK HORNISH, JOHN GREILINGER and ANTHONY ZUNHAMMER, all foremen; FRANK BAUMGARTNER, shipping department; KARL LEVITSCH, PAUL WOJTKIEWICZ, STEVE WUKER and STELLA PETRYKOWSKI, all of the production department; EVELYN GRUBER, telephone receptionist; LEONA DAMROW, forelady in the store; HERMAN SCHWADERER and BRUNO KINOWSKI, both boners; ANTHONY BAUMGARTNER, a meat purchasing agent, and FRANK DOPIERALA, assistant superintendent.

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See Sec. J, Page 60, 1956 Purchasing Guide



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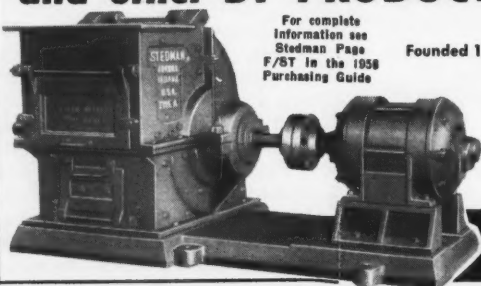
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Stedman Page
F/ST in the 1956
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RECENT PATENTS

The data listed below are only a brief review of recent patents pertinent to the readers and subscribers of this publication.

Complete copies of these patents may be obtained by writing to the Editorial department, The National Provisioner, and remitting 50c for each copy desired. For orders received from outside the United States the cost will be \$1.00 per copy.

No. 2,746,501, SLICING MACHINE ATTACHMENT FOR OB-LIQUE SLICING, patented May 22, 1956 by Kenneth Bruce Murrant, London, England, assignor to U. S. Slicing Machine Company, Inc., La



Porte, Ind., a corporation of Indiana.

The attachment is adapted to be manually pushed into place on an L-shaped meat support or to be pulled away therefrom and to be adjusted to cut at various angles for slicing of the meat.

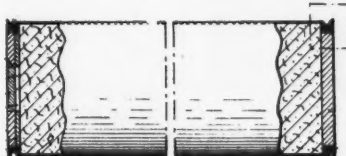
No. 2,751,304, PROCESS FOR THE PRODUCTION OF MOLECULARLY MODIFIED LARD, patented June 19, 1956 by Robert W. Bates, Charles J. Davis, jr., and Charles E. Morris, Chicago, Ill., assignors, by mesne assignments, to Swift & Company, Chicago, a corporation of Illinois.

A process for the molecular modification of lard by treatment in the liquid phase with an alkaline reacting interesterification catalyst is disclosed, comprising continuously passing reaction mixture containing spent catalyst and undesirable side products to a mixing zone; therein automatically adding a pre-determined quantity of hot water and vigorously agitating the same to concomitantly kill the catalyst, hydrate undesirable side products, and form an emulsion; continuously passing this emulsion to a

heating zone and therein heating it to a temperature in the range of 160 to 180° F. for a period sufficient to break the emulsion; and subsequently separating the aqueous phase containing undesirable side products and spent catalyst from the organic phase containing modified lard.

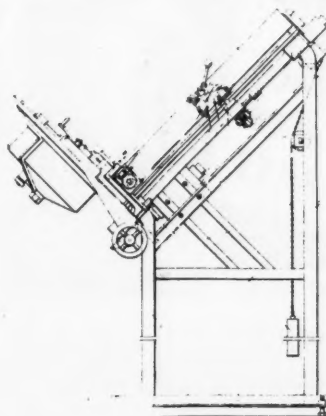
No. 2,751,306, PLASTIC-LIKE FOOD PRODUCT PACKAGING, patented June 19, 1956 by Lloyd K. Snyder, Fleetwood, Pa.

The product is packaged for slicing into disc-like formation and com-



prises a plastic-like food product, a tubular member formed of flexible material, a flat rigid end-wall forming element having a one way acting, self-closing central segmental inlet aperture forming structure which is held closed by the product and which element is sealingly secured in transverse relation within one end section of the member with the other end section sealed.

No. 2,752,968, MATERIAL ADVANCING AND SLICING MACHINE, patented July 3, 1956 by Max E. Toby, San Francisco, and Vao L. Cheney, San Leandro, Calif., as-



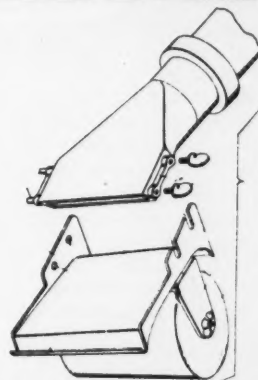
signors to Package Enterprises, Inc., Oakland, Calif., a corporation of California.

Apparatus is provided for advancing a mass of material and cutting off slices therefrom. There are fourteen claims.

No. 2,752,629, MEAT GRINDING ATTACHMENT, patented July 3, 1956 by Hollum B. Shadid, Oklahoma City, Okla.

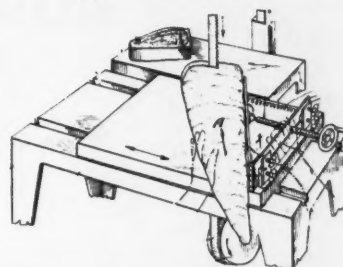
The attachment is for forming a

cohesive meat cake or the like from ground meat and is attachable for



association with the ground meat conveying mechanism of the grinder.

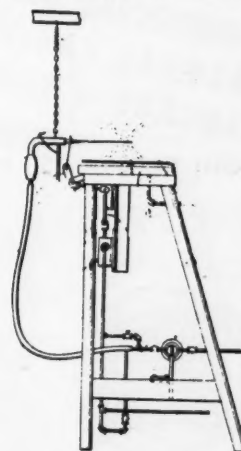
No. 2,747,633, MEAT SLICER GUIDE, patented May 29, 1956 by



Philip Burlin, Bayonne, New Jersey.

The guide is particularly adapted for use in slicing bone-containing cuts of meat. There are four claims.

No. 2,755,732, AIR OPERATED PICKLE PUMP, patented by Norvel B. Sanderson, St. Joseph, Mo., assignor to Swift & Company, Chicago, Ill., a corporation of Illinois.



A pickle injecting needle is adapted to open a valve for the flow of pickle to the needle as the needle is moved to an inserted position in the meat. There are seven claims.

'Ragondin' Getting Set to Vie for Gourmets' Favor

"Would you like Prime ribs, sir?"
"We're celebrating tonight. Bring on the ragondin!"

Southern California gourmets are being alerted to a new "adventure in eating," which its promoters hope will establish a beachhead in leading area hotels and restaurants and then spread out to become a market staple.

The new product, called "ragondin," is being introduced by W. S. Curtis and Associates, Berkeley, Calif., which says it resembles suckling pig in size and flavor and is a highly versatile meat that can be barbecued,

baked, fried, smoked or spiced.

The game animal, a native of South America, is being ranch-raised for the first time on a grower's cooperative basis by more than 300 ranchers in ten western states, the Curtis firm announced. Current plans call for the marketing of more than 50,000 lbs. of the meat in the coming season and about ten times that amount in the following year. Southern California distribution will be handled by Los Angeles Meat Co., Los Angeles, under the direction of Ben Lilien, company manager.

Like rabbit and squirrel, the animal is a member of the rodent family. It is described in Webster's diction-

ary under the name of "coypu," as "a South American aquatic rodent (*Myocastor coypus*), having webbed hind feet." The animal is a vegetarian and is slaughtered at eight to 14 months for best results.

Long considered a delicacy abroad, according to the Curtis company, ragondin has been marketed in this country up to now only in relatively small amounts. Reese Finer Foods, Inc., Chicago, recently introduced the product in a 14-oz. tin and is featuring it under the name of "nutria" in Reese retail outlets through the country. "(Nutria" also is the term commonly used for the animal's pelt, which is used as lining for coats.)

Initially, the Curtis firm said, whole ragondin carcasses will be packed in

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special polyethylene containers and will be shipped completely dressed and ready for preparation. "Gourmet" packs containing special cuts are planned for later distribution.

A limited number of gift samples will be sent to interested wholesalers, wholesale users and retailers throughout the country, the company announced. Address of the firm, which is headed by William Curtis, president, is W. S. Curtis and Associates, 3209 College ave., Berkeley, Calif.

Accident Statistics Published

The 1956 edition of the National Safety Council's yearbook, "Accident Facts," containing facts and figures on all type of accidents, is available now.

The 196-page book contains a list of accident rates by major industry groups; charts showing accident trends during the past 30 years; the most common source of injuries; part of body most frequently injured; off-the-job accident problems and other pertinent safety data.



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AMI Readies Strong Promotion Campaign to Move Large Pork Supply to Consumer Tables This Winter

Faced with another seasonally heavy run of pork this winter, the meat packing industry is readying a strong ad-publicity-store campaign to move the meat to consumers, the American Meat Institute has announced. The program will be patterned after the one for the 1955-56 season.

It is expected, based on the experience of recent years, that the hog market will bear the greatest impact from large country supplies in the first three months of next year, following the marketing of about 85,000,000 hogs this year. Therefore, the Institute is concentrating on and already leading up to those three months.

The opening advertising gun will be a full-color, full-page ad in the *Saturday Evening Post* of January 19. It will show a delicious looking pork loin roast with trimmings. In the same magazine for February 16 a Boston-style pork butt will be featured. The same two ads also will run in the February and March issues of *Everywoman's*, *Family Circle*, *Western Family*, and *Woman's Day* magazines. The five magazines have a combined readership estimated at 25,000,000.

Coupled with the pre-sales advertising messages in the magazines, emphasizing the nutritional value, tastiness and economy of pork, will be a point-of-sale campaign in about 15,000 high-volume stores throughout the nation. They will receive pork-selling kits containing posters (see below) and banners for use in store campaigns. Publicity for food editors al-

ready has started and the tempo gradually will increase as the marketings become heavier.

The Institute pointed out that many consumers are finding pork more attractive in its new-fashioned "lean look." The national trade association cited a recent poll by Elmo Roper, public opinion analyst, which found that just in the years from 1953 to 1956 there has been an improvement of 8 to 9 per cent in consumer attitudes toward pork. (See *THE NATIONAL PROVISIONER* of October 13.)

Much pork being processed now is getting the lean trim from the packing plants, the Institute said, and the market volume of meat-type hogs now has reached about 20 per cent of the total volume.

"All taken together - advertising, publicity, store posters, lean trim and meat type hog - there should be no difficulty in moving the market supply of pork onto the nation's dinner tables and maintaining a healthy hog production program on our farms," the Institute said.

"We have the consumers, 7,000 new ones every day. We have the money in this country; per capita income continues to establish new high marks. We have the production capacity in the country. All we need is to produce and process pork at a quality and price which will encourage consumers to buy and eat all we can offer."

With per capita consumption of pork expected to touch 66.2 lbs. this year, highest since 1952, there is plenty of indication that the program is paying off, the Institute added.



Flashes on suppliers

DOLE REFRIGERATING CO.: Several changes in personnel have been announced by this Chicago company. **HAROLD P. HANSEN**, general sales manager and former Canadian branch manager, has been appointed assistant general manager. **JOHN E. HUTCHINSON** will succeed Hansen as general sales manager and **BRUCE P. TWEED**, western division sales manager, has been recalled to Chicago



H. P. HANSEN



B. P. TWEED



J. E. HUTCHINSON

to head the research and product development division. **E. J. TWEED**, president, also announced the partial retirement of **O. L. ROSE**, vice president of the Dole organization.

V. D. ANDERSON CO.: **E. O. FOWLER** has been appointed field engineer for this Cleveland, Ohio, company. Fowler, who has spent his business career in the vegetable oil milling industry, has been associated previously with **Trader's Oil Mill Co.** and the **Swift & Company Ft.**



E. O. FOWLER

Worth refinery division. He will service meat packing and rendering plants in Texas, Oklahoma and New Mexico from Ft. Worth.

GIRDLER CO.: **BARTLEY A. GREENWELL** has been named midwest district manager for this Louisville company's Votator division with headquarters at the Board of Trade Building, Chicago.

MILPRINT INC.: **EDGAR GARLOCK** has been named midwestern sales manager, packaging materials service of this Milwaukee firm.

PROVISIONER "APPROVED" BOOKS

The books listed below are selected from a number of sources. In the opinion of the editors of the National Provisioner they are factual, practical and worthwhile—and are approved and recommended accordingly. Write for a complete list of all NP books.

R-1 & 2 AIR CONDITIONING REFRIGERATING DATA BOOK, R-1, Design—\$10; R-2, Applications—\$7.50. These famous encyclopedic volumes on air conditioning and refrigerating—one on "Design" and one on "Applications"—are published by the American Society of Refrigerating Engineers. More than two score experts collaborated on the "Design" reference, which can answer almost any air conditioning or refrigeration problem. It contains hundreds of illustrations, charts, tables, etc. The "Applications" volume covers such subjects as frozen foods, methods of quick freezing, refrigerated trucks and trailers, refrigeration in food manufacture, comfort air conditioning, etc.

R-3 BASIC REFRIGERATION, \$6.00. Principles, practice, operation. Edited for practical men in the field. Complete reference for basic theory, tables, charts. Simplified for easy understanding. By Guy R. King and published by Nickerson & Collins Co.

R-4 COLD LOGIC, \$3.50. A fundamental look at refrigeration. An analysis of service, engineering and design. A practical text which is useful to the man who must start from the very beginning. By Alexander A. McCormack and published by Nickerson & Collins.

O-10 THE MEAT WE EAT, \$4.00. Although slanted primarily for the farm or small-scale slaughterer, many of the 21 chapters in this book will be of general industry interest. The book discusses federal and state meat inspection, hog and cattle slaughter, beef and beef-products, lamb and veal slaughter, preservation, smoking and storing of meats, cold storage lockers, curing and tanning processes, preparing and serving meats and many other interesting topics. 376 pages.

O-11 MEAT AND MEAT FOODS, \$4.00. Meat plant operating men, inspectors, refrigeration engineers, locker plant operators and others will find invaluable the book's non-technical explanation of the processes that bring meats to the consumer in sanitary and appetizing condition. By Lloyd B. Jensen and published by Ronald Press Co.

S-20 MEAT RETAILING \$7.00 by A. C. Scheuren. Deals with the general problems of the retail meat dealer, including store location, layout and fixtures, meat buying and cutting, establishment of selling prices, salesmanship, advertising and wages. A feature of the book is the large number of meat pricing tables and charts. Published by The Vaughan Co. 836 pages.

S-17 FOOD TECHNOLOGY \$9.00 by S. C. Prescott and B. E. Proctor. Processes used in the preparation of almost all foods, including meats, are described in a general manner. Discussion covers the principal foods, their sources, their composition and the manner in which they are handled. The book also deals with canning, refrigeration, dehydration and other preservation methods.

S-18 PRICING RETAIL MEAT CUTS. Price in quantity lots, 7c each, single copies free. A reference booklet explaining the essential steps in accurate retail meat pricing. A practical method is given for pricing meat cuts, based on the specific problems of the individual market. Published by the National Live Stock and Meat Board. 28 pages.

S-19 LIVESTOCK MARKETING \$6.50. By A. A. Dowell, University of Minnesota, and Knute Bjorka. A text in livestock marketing for students in agricultural colleges, this book should also be helpful to packers, marketing agencies, others engaged in marketing of livestock and distribution of meat. 534 pages, 104 illustrations.

S-16 FOOD ANALYSIS \$8.50 by A. G. Woodman. This book gives well balanced training in methods of food analysis. Typical foods illustrate methods of attack and analysis. The book gives almost equal emphasis to interpretation of results as to processes.

S-21 MEAT HYGIENE, \$7.50 by Dr. A. R. Miller, chief of the Meat Inspection Branch, USDA. Current meat hygiene practices. Although addressed primarily to veterinarians, with ante-mortem examination of food animals and post-mortem examination of their carcasses thoroughly treated, covers the entire field of environmental sanitation. Outlines facilities necessary to insure clean meat and clean handling in each stage of preparation and merchandising. Adulteration and mislabeling are discussed, as well as organized meat hygiene control programs, legal regulations.

H-24 HOW TO CARVE MEAT, GAME AND POULTRY \$1.00. This 199-page volume by M. O. Cullen, meat carving expert of the National Live Stock and Meat Board, tells how anyone can be a master with a carving set after just a little practice and patience. The author gives illustrated, step-by-step lessons in carving different cuts of meat and tells how to do the job with eye-appeal and how to conserve the flavorful juices.

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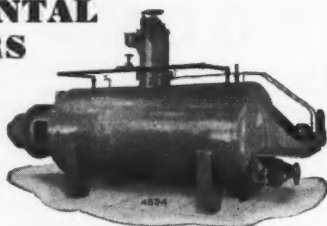
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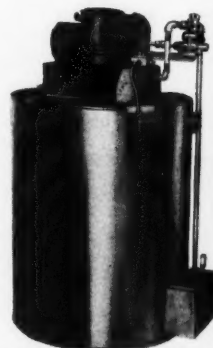
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ALL MEAT . . . output, exports, imports, stocks

Holiday Cuts Slaughter, Meat Output

Hampered by the holiday interruption in livestock marketing and slaughter activities, meat production under federal inspection for the week ended November 17 declined 9 per cent to 420,000,000 lbs. from 464,000,000 lbs. produced in the normal previous week. Output of meat for the period immediately under comparison was 11 per cent smaller than the 472,000,000 lbs. in the same, but full week last year. Cattle slaughter, off 9 per cent for the week, was 4 per cent below last year. Slaughter of hogs was down 12 per cent for the week and 20 per cent for the year. This was the widest spread in comparative hog slaughter so far this year. Estimated slaughter and meat production by classes appear below as follows:

Week Ended	BEEF		PORK (Excl. lard)		TOTAL MEAT PROD. Mil. lbs.
	Number M's	Production Mil. lbs.	Number M's	Production Mil. lbs.	
Nov. 17, 1956	386	204.2	1,376	183.4	420
Nov. 10, 1956	424	224.3	1,570	205.4	464
Nov. 19, 1955	401	214.3	1,714	227.0	472

Week Ended	VEAL		LAMB AND MUTTON		TOTAL MEAT PROD. Mil. lbs.
	Number M's	Production Mil. lbs.	Number M's	Production Mil. lbs.	
Nov. 17, 1956	182	21.5	236	10.9	420
Nov. 10, 1956	178	21.7	275	14.2	464
Nov. 19, 1955	158	18.2	269	12.3	472

1950-56 HIGH WEEK'S KILL: Cattle, 439,880; Hogs, 1,859,215; Calves, 200,555; Sheep and Lambs, 349,541.

1950-56 LOW WEEK'S KILL: Cattle, 154,814; Hogs, 641,000; Calves, 55,241; Sheep and Lambs, 137,677.

AVERAGE WEIGHTS AND YIELD (LBS.)

Week Ended	CATTLE		HOGS	
	Live	Dressed	Live	Dressed
Nov. 17, 1956	980	529	236	133
Nov. 10, 1956	980	529	232	131
Nov. 19, 1955	991	534	234	132

Week Ended	CALVES		SHEEP AND LAMBS		LARD PROD. Per cwt.	Mil. lbs.
	Live	Dressed	Live	Dressed		
Nov. 17, 1956	215	118	96	46	—	41.2*
Nov. 10, 1956	220	122	95	45	—	45.5*
Nov. 19, 1955	212	115	96	46	14.4	57.9

*Estimated by the Provisioner

gain over end-of-September stocks of 117,316,000 lbs., about 16 per cent above holdings of a year earlier, but below average. Current beef stocks were the third largest on record for the date since 1945.

Pork inventories were almost at a new record low of 170,917,000 lbs. for the date, with only four dates in history when such stocks were at a smaller volume. September 30 pork holdings totaled 165,514,000 lbs., with 215,197,000 lbs. recorded for October 31, 1955 and the five-year average of 226,247,000 lbs.

Stocks of other fresh meats increased in October, with lamb and mutton at 11,151,000 lbs. showing about a 1,500,000-lb. gain since the close of September and veal at 14,004,000 lbs. up nearly 3,000,000 lbs. Stocks of lamb and mutton were above average, with veal a shade below average.

Holdings of canned meat and meat products, and sausage products continued to decline, with stocks of the former well above last year and above average.

AMI PROVISION STOCKS

Pork stocks, as reported to the American Meat Institute, totaled 136,300,000 lbs. on November 17. This amount was 19 per cent smaller than the 168,800,000 lbs. about a year earlier.

Lard stocks totaled 56,800,000 lbs., or 30 per cent above the 43,600,000 lbs. last year.

The accompanying table shows stocks as percentages of holdings three weeks before and a year earlier.

	Nov. 17 stocks as Percentages of Inventories on	
	Nov. 3 1956	Nov. 19 1955
HAMS:		
Cured, S.P.-D.S.	102	67
Frozen for cure, S.P.-D.S.	144	124
Total hams	119	87
PICNICS:		
Cured, S.P.-D.C.	100	94
Frozen for cure, S.P.-D.C.	150	117
Total picnics	125	108
BELLIES:		
Cured, D.S.	126	57
Frozen for cure, D.S.	—	—
Cured, S.P.-D.C.	92	84
Frozen for cure, S.P.-D.C.	153	73
OTHER CURED MEATS:		
Cured and in cure	107	80
Frozen for cure	138	96
Total other	115	85
FAT BACKS:		
Cured, D.S.	113	95
FRESH FROZEN:		
Loins, spareribs, neckbones, trimmings, other—Total	127	73
TOT. ALL PORK MEATS	120	81
LARD	117	134
RENDERED PORK FAT	110	77

Movement of Meat Into Cold Storage Starts in October; Beef Volume Large

MEATS began to move into cold storage in October after about six months of decrementation, a U.S.

age at the close of September. Current holdings were very little different from closing October 1955 in-

U. S. COLD STORAGE MEAT STOCKS, OCT. 31, 1956

	Oct. 31, 1956	Oct. 31, 1955	Sept. 30, 1956	5-Yr. Av. 1951-55
Beef, frozen	1,000 lbs.	1,000 lbs.	1,000 lbs.	1,000 lbs.
Beef, in cure and cured	136,864	113,683	110,832	138,808
Total beef	6,487	9,026	6,484	8,576
Pork, frozen	143,351	122,709	117,316	147,384
Pork, D.S. in cure and cured	93,245	111,045	80,250	107,653
Pork, S.P. in cure and cured	12,785	14,895	12,386	19,243
Total pork	64,887	79,257	63,878	99,351
Lamb and mutton, frozen	170,917	205,197	165,514	226,247
Veal, frozen	11,151	9,569	9,703	10,708
All other	14,004	13,509	11,114	14,707
Canned meat and meat products	44,909	53,219	44,530	49,437
Sausage room products	46,737	25,238	49,608	25,736
Total, all meats	13,415	12,562	14,125	13,770
	444,174	444,078	411,910	487,449

The government had in cold storage outside of processors' hands, 5,380,000 lbs. of beef and 3,878,000 lbs. of pork.

Department of Agriculture report on cold storage stocks indicated. Total volume of all meats on October 31 amounted to 444,174,000 lbs. compared with 411,910,000 lbs. in stor-

ventories of 444,078,000 lbs., but about 43,000,000 lbs. below the five-year average of 487,449,000 lbs.

Beef stocks on October 31 reached 143,351,000 lbs. for a 26,000,000-lb.

PROCESSED MEATS . . . SUPPLIES

USDA Hamburger Buy Last Week Totals 5,592,000 Lbs.

The U. S. Department of Agriculture last week purchased 5,592,000 lbs. of frozen hamburger under a program to assist cattle producers. Purchases since buying began in late September totaled 59,513,000 lbs. The USDA will accept limited offers of hamburger again this coming week.

Price ranges per lb. for purchases last week by geographical regions and number of carlots for each region follow: Northeast, 33.40c to 33.50c for 14 carlots; Southeast, 33.25c to 33.73c for six carlots; Midwest, 33.00c to 33.90c for 109 carlots; Southwest, 33.00c to 33.99c for 94 carlots; and Western, 32.49c to 33.99c for 42 carlots. Offers were received from 48 producers who offered a total of 13,823,000 lbs.

About \$1,900,000 of Section 32 (tariff) funds were expended for purchases last week, with overall expenditure amounting to about \$20,600,000. Delivery of the hamburger purchased last week will be from December 10 through January 5, 1957.

USDA Lard Purchases Last Week Total 1,332,000 Lbs.

The U.S. Department of Agriculture last week purchased 1,332,000 lbs. of lard in its continuing program to bolster the live hog market. Offers were received from nine producers who offered a total of 2,400,000 lbs.

of product. Purchases of lard since the buying program began aggregated 20,400,000 lbs.

Price ranges per lb. for lard purchases last week by geographical regions and number of carlots for each region follow: Southwest, 17.89c to 17.99c for six carlots; and Midwest, 17.93c to 17.99c for 31 carlots. Buying will continue on a limited scale.

CHICAGO LARD STOCKS

Lard inventories in Chicago on November 14 totaled 33,849,628 lbs., according to the Chicago Board of Trade. This volume compared with 40,179,357 lbs. in storage on October 14 and 4,329,139 lbs. on November 14 last year.

Lard stocks by classes appear below in lbs. as follows:

	Nov. 14 1956	Oct. 14 1956	Nov. 14 1955
P.S. Lard (a)...	3,281,400	2,401,742	2,038,173
P.S. Lard (b)...	21,690,353	27,549,179	240,000
Dry Rendered			
Lard (a)			
Dry Rendered			
Lard (b)	6,715,885	8,065,621	318,561
Other Lard	1,861,990	2,162,815	1,732,375
TOTAL LARD...	33,849,628	40,179,357	4,329,139

(a) Made since Oct. 1, 1956.

(b) Made previous to Oct. 1, 1956.

Meat Index Edges Upward

The wholesale price index on meats for the week ended November 13 settled back to 80.6 after rising 0.3 per cent to 80.8 the previous week, a Bureau of Labor Statistics report indicated. The average primary market price index rose 0.2 per cent to 115.6 in the same period. Both indexes were well above November averages last year.

USDA Canned Pork Buy Last Week Totals 1,476,000 Lbs.

The U.S. Department of Agriculture late last week announced the purchase of 1,476,000 lbs. of canned pork as part of the program to bolster hog prices. The first such purchases, announced the week before, amounted to 443,000 lbs.

Purchases of pork last week consisted of 1,188,000 lbs. of luncheon meat at 42.97c per lb. plant basis and 288,000 lbs. of hams at 62.69c to 62.99c per lb. Offers were received for 5,584,000 lbs. of luncheon meat, 2,052,000 lbs. of hams and 9,840,000 lbs. of pork and gravy.

The USDA will continue to accept offers for sale of the three items on a weekly basis until further notice.

USDA Issues New Leaflet Describing Beef Grades

The USDA has issued a new edition of "U. S. Grades for Beef," a six-page leaflet describing the grades and various cuts of beef and giving suggested cooking methods.

The leaflet has been brought up to date to include information on the new Standard grade, and appropriate cooking methods for this grade are included. The new grade is described as having a very thin fat covering and a high proportion of lean meat. All grade marks are illustrated.

Single copies of the publication (Leaflet No. 310) may be obtained free from the USDA Office of Information, Washington 25, D. C.

DOMESTIC SAUSAGE

(L.C.I. prices)

Pork sausage, hog cas.	42	@ 48
Pork saus., bulk, 1-lb.	29	@ 30
Pork sausage, sheep cas., 1-lb. pkge.	53	@ 59
Pork sausage, sheep cas., 5, 6-lb. pkge.	51	@ 57
Frankfurters, sheep cas.	51 1/2	@ 59
Frankfurters, skinless	40	@ 42
Bologna (ring)	39	@ 40
Bologna, artificial cas.	33	@ 36
Smoked liver, hog bungs	42 1/2	@ 50
Smoked liver, art. cas.	35 1/2	@ 42
Polish sausage, smoked	46	@ 54
New Eng. lunch, spec.	60	@ 63
Olive loaf	44	@ 46 1/2
Tongue and Blood	39	@ 42 1/2
Pepper loaf	43	@ 54 1/2
Pickle & Pimiento loaf	41 1/2	@ 46

SEEDS AND HERBS

(L.C.I. prices)

	Whole	Ground for sausage
Caraway seed	26	31
Cominos seed	31	36
Mustard seed:		
fancy	23	
yellow Amer.	17	
Oregano	34	
Coriander		
Morocco, No. 1	21	25
Marjoram		
French	63	68
Sage, Dalmatian		
No. 1	58	66

DRY SAUSAGE

(L.C.I. prices)

Cervelat, ch. hog bungs	89 @ 92
Thuringer	45 @ 50
Farmer	71 @ 75
Holsteiner	73 @ 75
B. C. Salami	79 @ 82
Pepperoni	67 @ 71
Genoa style salami, ch.	94 @ 97
Cooked salami	44 @ 47
Sicilian	80 @ 84
Goteborg	71 @ 74
Mortadella	49 @ 52

SPICES

(Basis, Chgo. orig. bbls., bags, bales)

	Whole	Ground
Allspice prime	96	1.00
Resifted	1.04	1.13
Chili, Powder		49
Chili, Pepper		43
Cloves, Zanzibar	66	72
Ginger, Jam., unbl.	95	1.02
Mace, fancy Banda	3.25	3.80
West Indies		3.60
East Indies		3.15
Mustard flour, fancy		37
No. 1		33
West Indian Nutmeg		2.70
Paprika, Spanish		80
Pepper, cayenne		54
Pepper:		
Red No. 1		54
White		52
Black		43

SAUSAGE CASINGS

(L.C.I. prices quoted to manufacturers of Sausage)

Beef Casings:

Rounds—

Export, narrow,	32/35 mm.	1.10 @ 1.35
Export, med., wide,	35/38	80 @ 1.10
35/40		90 @ 1.35
Export, wide,	40/44	1.30 @ 1.50
Export, jumbo,	44/up.	2.00 @ 2.50
Domestic, regular		60 @ 85
Domestic, wide		75 @ 1.10
No. 1 weasands,		12 @ 16
No. 2 weas.,	22 in./up	9 @ 14
Middles—		
Sewing, 1 1/2 @ 2 1/4 in.		1.25 @ 1.65
Select, wide, 2 @ 2 1/2 in.		1.80 @ 2.10
Extra select,		2.55 @ 2.90
Bungs, exp. No. 1		25 @ 34
Bungs, domestic		18 @ 25
Dried or salt bladders,		
piece:		
8-10 in. wide, flat.		9 @ 10
10-12 in. wide, flat.		9 @ 11
12-15 in. wide, flat.		15 @ 19

Pork Casings:

Extra narrow, 29 mm.		
and down		4.00 @ 4.15
Narrow,		
29 @ 32 mm.		3.85 @ 4.15
Medium,		
32 @ 35 mm.		2.35 @ 2.50
Spec. medium,		
35/38 mm.		1.95 @ 2.50

Hog Bungs—

Sow		55 @
Export, 34 in. cut		47 @
Large prime, 34 in.		33 @
Med. prime, 34 in.		24 @
Small prime		16 @
Middles, 1 per set,		
cap off		55 @

Sheep Casings (per hank):

26/28 mm.	5.40 @ 6.00
24/26 mm.	5.90 @ 6.50
22/24 mm.	4.80 @ 5.20
20/22 mm.	4.00 @ 4.40
18/20 mm.	3.00 @ 3.20
16/18 mm.	1.25 @ 2.50

CURING MATERIALS

Nitrate of soda, in 400-lb. bbls., del. or f.o.b. Chgo.	\$11.15
Pure rfd., gran. nitrate of soda	
Pure rfd., powdered nitrate of soda	5.60
Salt, paper sacked, f.o.b. Chgo., gran. carlots, ton.	29.40
Rock salt, ton in 100-lb. bags, f.o.b. whse., Chgo.	27.80
Sugar—	
Raw, 96 basis, f.o.b. N.Y.	6.75
Refined standard cane	
gran. basis (Chgo.)	8.70
Packers, curing sugar, 100 lb. bags, f.o.b. Reserve	
Lat., less 2%	8.10
Dextrose (less 20c):	
Ceresole, regular, cwt.	7.40
Ex-Warehouse, Chicago	7.50

BY-PRODUCTS...FATS AND OILS

BY-PRODUCTS MARKET

Wednesday, Nov. 21, 1956

BLOOD

Unground, per unit of ammonia
bulk *5.00@5.25n

DIGESTER FEED TANKAGE MATERIAL

Wet rendered, unground, loose:
Low test *5.25@5.50n
Med. test *5.25n
High test *5.00n
Liquid stick, tank cars *1.75

PACKINGHOUSE FEEDS

	Carlots, ton
50% meat, bone scraps, bagged..	\$ 65.00@ 77.50
50% meat, bone scraps, bulk	62.50@ 70.00
55% meat scraps, bagged	82.50
60% digester tankage, bagged	70.00@ 75.00
60% digester tankage, bulk	67.50@ 72.50
80% blood meal, bagged	100.00@120.00
Steam bone meal, bagged	
(Specially prepared)	85.00
60% steam bone meal, bagged ..	90.00

FERTILIZER MATERIALS

Feather tankage, ground,
per unit ammonia *4.00
Hoof meal, per unit ammonia 5.25@5.50

DR RENDERED TANKAGE

Low test, per unit prot. *1.20n
Med. test, per unit prot. *1.15
High test, per unit prot. *1.00@1.05n

GELATINE AND GLUE STOCKS

	Cwt.
Oalf trimmings (limed) (glue)	1.25@ 1.35
Hide trimm., (green salted) (glue)	6.00@ 7.00
Cattle jaw, scraps and knuckles	
(gelatine, glue), per ton	55.00@57.00
Pig skin scraps, (gelatine)	6.25@ 7.00

ANIMAL HAIR

Winter coll dried, per ton	*100.00@105.00
Summer coll dried, per ton	42.50@ 45.00
Cattle switches, per piece	3 1/2@5
Winter processed, gray, lb.	20
Summer processed, gray, lb.	12

*Delivered, n—nominal.

TALLOW and GREASES

Wednesday, November 21, 1956

The inedible tallow and grease market was steady late last week, as continued sales of bleachable fancy tallow at 7 1/2c, c.a.f. Chicago, were consummated. The same sold at 8 1/2c, delivered New York, few tanks involved. Choice white grease, all hog, was available at 8 1/2c, same delivery point, with bids in the market fractionally lower. About 500,000 lbs. of edible tallow changed hands at 12 1/2c, c.a.f. East, in the East. Additional tanks of edible tallow sold at 12 3/4c, c.a.f. Chicago.

On Friday, choice white grease, all hog, sold early at 8 1/2c, c.a.f. New York, but later a few tanks traded at 8 1/2c, same destination. Bleachable fancy tallow was bid at 7 1/2c, c.a.f. Chicago, but held 1/4c higher. Edible tallow sold at 12 1/2c, f.o.b. River, and 12 3/4c, Chicago. A few tanks of B-white grease sold at 7 1/2c, delivered East. A tank of edible tallow sold 12c, f.o.b. far western point.

Not much selling took place at the

start of the new week. Bleachable fancy tallow was bid at 8@8 1/2c, c.a.f. East, product considered. Choice white grease, all hog, was bid at 8 1/2c, same delivery point, with a few tanks reportedly sold at that basis. Several tanks of bleachable fancy tallow traded at 7 1/2c, c.a.f. Chicago. Yellow grease reportedly sold at 5 1/2@6c, c.a.f. Chicago. Original fancy tallow sold at 8 1/2c, c.a.f. East. Edible tallow sold at 12 1/4, f.o.b. River and 12 3/4c, f.o.b. Chicago. Additional tanks sold at 13c, also f.o.b. Chicago.

At midweek, a good movement was reported on product for eastern destination. Choice white grease, all hog, sold at 8 1/2c, and bleachable fancy tallow at 8 1/2c, and later at 8 1/2c, all c.a.f. East. Edible tallow sold at 12 1/2c, f.o.b. River and 13 1/4c, c.a.f. Chicago. Bleachable fancy tallow was bid at 7 1/2c, c.a.f. Chicago, and without reported trade, sellers asking higher. Special tallow was bid at 7 1/4@7 3/4c, delivered New York, and 6 1/2c, c.a.f. Chicago. The better grades were in better demand than the lower category.

TALLOW: Wednesday's quota-

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LIVESTOCK MARKETS... Weekly Review

October Cattle Kill Sets All-Time Mark; Hogs At Month High

A U. S. Department of Agriculture report on livestock slaughter under federal inspection for October revealed a new all-time high in the number of cattle killed, with butchering of hogs reaching the largest volume for the month on record.

Inspected packers slaughtered a total of 1,958,960 head of cattle in October for a new high for any month on record. This kill represented an increase of more than 300,000 head over the September kill and about 15 per cent more than the October 1955 count of 1,692,772 head. Cattle slaughter for the year through October numbered 16,692,793 head for a new period mark and a considerable gain over 15,776,538 last year.

Calf slaughter at 872,453 head represented about a 32 per cent increase over slaughter in September and a 20 per cent gain over the October 1955 number of 727,738 head. Slaughter of the young bovines for the first ten months of this year numbered 6,474,217 head compared with 6,166,402 last year.

Slaughter of 6,346,586 head of swine in October indicated a seasonal increase of about 27 per cent over September kill of 4,979,047 head, but a comparatively narrow spread over October 1955 slaughter of 6,144,099 head of the animals. The year total of 53,491,128 head represented an increase of about 15 per cent over last year's aggregate of 47,188,892 head for the same period.

The seasonal movement of sheep from the summer mountain ranges to

market helped raise slaughter of the animals to 1,419,291 head from 1,166,881 in September. Current slaughter of sheep was also larger than the 1,247,536 in October last year. Volume for ten months was 12,026,911 against 12,067,055 in 1955.

FEDERALLY INSPECTED SLAUGHTER

CATTLE		1956	1955
January	1,696,893	1,521,087
February	1,483,530	1,313,151
March	1,505,971	1,524,490
April	1,544,684	1,451,705
May	1,945,813	1,559,973
June	1,678,557	1,640,677
July	1,727,858	1,524,475
August	1,773,867	1,796,589
September	1,616,660	1,751,619
October	1,958,960	1,692,772
November	1,661,680
December	1,617,280

CALVES		1956	1955
January	601,938	563,468
February	586,005	517,089
March	646,706	659,552
April	608,503	595,814
May	606,130	587,528
June	596,118	610,500
July	606,657	549,644
August	690,769	645,579
September	660,938	709,537
October	872,453	727,738
November	700,096
December	632,647

HOGS		1956	1955
January	6,705,262	5,518,937
February	5,922,330	4,637,846
March	6,326,637	5,491,165
April	5,252,031	4,472,045
May	4,875,088	4,164,338
June	4,325,559	3,713,130
July	4,199,109	3,428,043
August	4,559,479	4,474,888
September	4,979,047	5,144,401
October	6,346,586	6,144,099
November	6,857,126
December	7,324,456

SHEEP AND LAMBS		1956	1955
January	1,329,048	1,223,337
February	1,103,178	1,079,567
March	1,215,816	1,244,100
April	1,129,286	1,179,811
May	1,062,828	1,228,444
June	1,083,799	1,205,724
July	1,168,313	1,075,724
August	1,268,476	1,238,680
September	1,166,881	1,344,466
October	1,439,291	1,247,536
November	1,161,585
December	1,154,810

TEN-MONTH TOTALS		1956	1955
Cattle	16,692,793	15,776,538
Calves	6,474,217	6,166,402
Hogs	53,491,128	47,188,892
Sheep	12,026,911	12,067,055

Canada's Beef Stays Home

[Continued from page 33]
quently plagued by drought and animal health problems in recent years, is currently being developed and expanded. The Mexican government is encouraging importation of breeding stock and artificial insemination centers are being established throughout the country. As a result it is expected that livestock production in Mexico will be substantially increased over the next few years.

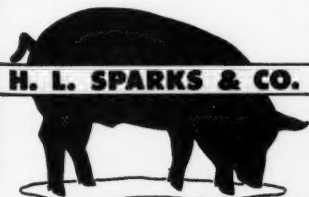
Canada and Mexico have been the main claimants of the United States import quota for cattle eligible for entry under reduced tariffs. Since April 1, 1953 the U.S. has had an annual quota of 400,000 head (maximum of 120,000 in any quarter) of slaughter cattle weighing 700 lbs. and over which may enter under a tariff of 1½¢ a pound. On shipments in excess of the stipulated quotas a tariff of 2½¢ applies. Since 1953, Canada and Mexico have not taken up the primary quota.

The fact that for the time being at least North American beef supplies are being readily absorbed, for the most part, in their respective domestic markets provides a considerable degree of stability to the situation. The broad demand which beef has enjoyed stems in part from its growing consumer acceptance and also from the fact that the beef cattle population has grown along with, but has not outstripped, the growth of human population and the expansion in demand due to the latter, as well as to high consumer income.

BUFFALO LIVESTOCK

October receipts at Buffalo, N. Y.:

	Cattle	Calves	Hogs	Sheep
Total receipts	17,215	5,638	6,455	33,565
Shipments	9,333	518	1,722	28,173
Local slaughter	7,882	5,120	4,743	5,392



We will weigh your hogs direct, or sort out of alley, as we have done for years.

LIVESTOCK BUYERS

- ✓ NATIONAL STOCKYARDS, ILLINOIS
Phones: Upton 5-1860 & 3-4016; Bridge 1-8394
- ✓ Peoria 6-7851 • Bushnell 462

Mid-West Order Buyers—Located in the heart of the Corn Belt where they raise the Meat Type Hog.

Have you tried:

KENNETT-MURRAY

Livestock Buying

Service?



shur-bind

THE SPECIALLY PROCESSED, **ACTIVATED** CEREAL BINDER
FOR YOUR LOAVES AND EMULSION PRODUCTS

'TIS A
SHUR
WAY TO SAVE!



- Economical—savings 25% to 50%
- No flavor carry-through
- Highest absorption quality
- **Activated**—for immediate results at any temperature
- Complies with MIB regulations



Another quality **AK** product... specially prepared by
ARCHIBALD & KENDALL, Inc.
481-487 Washington Street, New York 13, N. Y.
WRITE FOR FREE WORKING SAMPLES

CLASSIFIED ADVERTISING

Unless Specifically Instructed Otherwise, All Classified
Advertisements Will Be Inserted Over a Blind Box Number.

Undisplayed: set solid. Minimum 20 words,
\$4.50; additional words, 20c each. "Position
Wanted," special rate: minimum 20 words,
\$3.00; additional words, 20c each. Count

address or box numbers as 8 words. Head-
lines, 75c extra. Listing advertisements, 75c
per line. Displayed, \$9.00 per inch. Con-
tract rates on request.

CLASSIFIED ADVERTISING PAYABLE IN ADVANCE
PLEASE REMIT WITH ORDER.

POSITION WANTED

MANAGEMENT CONSULTANTS

Let us help you with your problems in Organiza-
tion, Management, Production, Labor Relations,
Sales and Marketing.

LEE D. REIFEL & ASSOCIATES
216 Bank of Wood County Bldg.
Bowling Green, Ohio

EXECUTIVE or SUPERINTENDENT: Owned and
operated a small plant for 10 years. Sold busi-
ness as future expansion was limited. Knowledge
of all phases of processing meats. Age 54. Fam-
ily. Would invest. Qualifications are the best.
Want to learn and apply myself for future pro-
motion and salary. W-441, THE NATIONAL
PROVISIONER, 15 W. Huron St., Chicago 10, Ill.

INDUSTRIAL ENGINEER: Experienced in set-
ting methods and standards in packing houses.
Could handle production and cut costs. At present
employed in that capacity but would like to stay
in one place. Age 43. Good personality and sound
health. Salary expected—\$6900 to 7500. Will more
than earn it in better methods. Prefer Texas or
California location. W-372, THE NATIONAL
PROVISIONER, 15 W. Huron St., Chicago 10, Ill.

OFFICE MANAGER-ACCOUNTANT: Many years'
experience in office management and accounting.
Fully capable of setting up and taking off depart-
mental results in either small or large plant. 35
years old. In good health and will locate anywhere.
Can produce excellent references for interested
parties. W-450, THE NATIONAL PROVISIONER,
15 W. Huron St., Chicago 10, Ill.

EXPERIENCED CATTLE BUYER: On the Chi-
cago Market. Willing to re-locate. W-409, THE
NATIONAL PROVISIONER, 15 W. Huron St.,
Chicago 10, Ill.

LIVESTOCK BUYER: 15 years' experience with
large packer, in cattle, calves and hogs. W-443,
THE NATIONAL PROVISIONER, 15 W. Huron
St., Chicago 10, Ill.

HELP WANTED

PRODUCTION MANAGER

MEAT PROCESSING

A well established progressive Michigan meat
processing company seeks an experienced man for
a **PRODUCTION MANAGER**. Should be experi-
enced in sausage manufacturing, prepackaging and
slicing. Should be aware of modern methods and
techniques. Good starting salary, bonus and other
company benefits. All replies confidential. Send
complete resume.

Write to

Box W-434, THE NATIONAL PROVISIONER
15 W. Huron St. Chicago 10, Ill.

SAUSAGE KITCHEN

WANTED: Young man, to assist sausage maker,
who can help on smoking, chopping, stuffing and
linking. This is for a plant in mid-west Indiana.
Send photograph, salary expected and past per-
formance. All replies held strictly confidential.
W-435, THE NATIONAL PROVISIONER, 15 W.
Huron St., Chicago 10, Ill.

PLANT MANAGER: Needed for rendering plant
located in Pennsylvania. Must be experienced in
all phases of operation. Excellent salary, profit
sharing, splendid opportunity for the right party.
Write giving details of past experience and salary
expectations, to Box W-448, THE NATIONAL
PROVISIONER, 537 Madison Ave., New York
22, N.Y.

BUTCHERS: Experienced men wanted for beef
slaughtering. Steady employment. Top pay. East-
ern location. W-447, THE NATIONAL PRO-
VISIONER, 537 Madison Ave., New York 22, N.Y.

HELP WANTED

BROKER - SALES REPRESENTATIVE: New
York City area and New York state. We have
the agency for the heavily advertised, famous
brand D.A.K. Danish hams in all sizes from one
pound up. Would offer interesting proposition to
a dependable broker for setting up distributors
and also department store sales. Contact **HARRY
MANDELBAUM** at **MARTIN PACKING CO.**, 40
Plane Street, Newark 2, N.J. Phone HUmboldt
5-5400.

SALES MANAGER: Experienced man wanted by
an aggressive midwestern wholesale meat com-
pany. Must be thoroughly acquainted with the
hotel, restaurant and institutional trade in the
southern states. Salary no object for a real pro-
ducer. State age, experience, qualifications and
starting salary expected. All replies held in
strict confidence. Send complete details to Box
W-445, THE NATIONAL PROVISIONER, 15 W.
Huron St., Chicago 10, Ill.

FOREMAN

WANTED: For kill, cut and manufacturing of
lard, 1100 hogs per week. Midwest. Give age,
education, experience, salary expected. W-446,
THE NATIONAL PROVISIONER, 15 W. Huron
St., Chicago 10, Ill.

SUPERINTENDENT

Practical general plant superintendent wanted for
medium size plant. Killing, processing and man-
ufacturing full line of products both beef and
pork. Located in midwest. Good salary for right
party. W-424, THE NATIONAL PROVISIONER,
15 W. Huron St., Chicago 10, Ill.

SAN FRANCISCO: Packing house by-product
brokerage company wants man to assist. Experi-
ence not essential. Give experience, education, age
and salary requirements in first letter. Write in
detail to Box W-451, THE NATIONAL PRO-
VISIONER, 15 W. Huron St., Chicago 10, Ill.

MAINTENANCE MAN: Experienced man wanted
in the operating of a rendering plant. Good salary,
production bonus. W-452, THE NATIONAL PRO-
VISIONER, 15 W. Huron St., Chicago 10, Ill.

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ADVANCE
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ACTIVE: New
We have
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Good salary.
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10, Ill.

R 24, 1956